



SPRING FORECAST · SHOES · FEBRUARY 1, 1936 · PRICE 35¢

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Natural color photograph taken aboard the S. S. Lurline en route to Hawaii.

# Hawaii

...a Sun-burnished Trail to  
America's own Paradise!

## Matson Line

Fascinating literature . . . from your Travel Agent or  
our offices . . . gives full details of low fares to Hawaii  
. . . and personally-escorted Matson South Pacific Cruises  
to New Zealand and Australia, via Hawaii, Samoa, Fiji.  
MATSON LINE • OCEANIC LINE: New York,  
Chicago, San Francisco, Los Angeles, Seattle, Portland.  
S.S. LURLINE • S.S. MARIPOSA • S.S. MONTEREY • S.S. MALOLO

  
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RUZZIE GREEN

ON THE PLAZA • NEW YORK  
**BERGDORF  
GOODMAN**  
5TH AVENUE AT 58TH STREET

☆

*Lady in Emerald Hat* —coiffure of ostrich tips—a gay highlight to our superb black dinner dress. Made of diaphanous mousseline, veiling a satin sheath and caught in soft gathers in a charming Renoir-like throat band. One of our many fresh ready-to-wear originals.



# The Dress of the Month

REG

IN

## Celaneese

**CREPE CELESTIAL**
*says: "Hi-Ho to Spring"*

White ascot, new nip 'n tuck shoulder line, scroll clasps, and a charming fabric... A Spring dress to enjoy a full month ahead of schedule. Festive under your winter coat and perfection for the tulip days that are coming. The fabric is a new triumph in Celaneese yarn that looks and tailors like a fine wool, but feels sleek against the body. In black, navy, gray, and beige. Sizes 12 to 20 and 11 to 17. **\$19<sup>95</sup>**

\*Reg. U. S. Pat. Off.

Over 400 shops are showing  
this fashion. If you don't find  
it in your favorite shop, write

**KANE-WEILL, INC.**  
498 Seventh Ave., New York City







Our exclusive weskit dress with pique flowers, fresh as spring, in sheer wool or printed jacquard, 45.00



### **gabardine with needled patent leather**

Palter DeLiso's proposal for shorter skirts: fine-grained gabardine combined with stitched patent leather to make the feet look neat as a pin. Illustrated, from top down: "Soft Answer" walking pump with small turned back tongue. "Creedo" suit oxford with stitched patent leather strippings. "Ladder," pump with pierced vamp. "Sabot," new type of strap pump. All models available in black, brown, navy and gray. 13.75

### **... Palter DeLiso shoes are featured by fine shops throughout the world**

Marshall Field & Co., Chicago, Ill.  
Pack & Wolin, Detroit, Michigan  
Famous-Barr Co., St. Louis, Mo.  
H. & S. Pogue Co., Cincinnati, O.  
The Blum Store, Philadelphia, Pa.  
Kaufman's, Pittsburgh, Penna.  
The Halle Bros. Co., Cleveland, O.  
Neiman-Marcus Co., Dallas, Tex.  
Harzfeld's Inc., Kansas City, Mo.  
Neusteter's, Denver, Colorado  
Bloch's, Birmingham, Alabama  
J. P. Allen & Co., Atlanta, Georgia  
The May Co., Los Angeles, Calif.  
Charles Kushins Co., Oakland, Cal.  
Frederick & Nelson, Seattle, Wash.  
Roy H. Bjorkman Inc., Minneapolis  
Levy's, Memphis, Tennessee  
O'Neill & Co. Inc., Baltimore, Md.  
Imperial Shoe Store, New Orleans  
The M. O'Neill Co., Akron, Ohio  
Wm. H. Block Co., Indianapolis  
Flah & Co., Syracuse, New York  
Thalheimer's, Richmond, Virginia  
G. Fox & Co., Hartford, Conn.  
Wm. Eastwood, Rochester, N. Y.  
R. H. Stearns Co., Boston, Mass.  
Bonwit Teller, New York City, N.Y.  
Marjorie Castle, Ltd., London, Eng.  
David Jones, Ltd., Sydney, Australia  
B. Rich's Sons, Washington, D. C.  
White House, San Francisco, Cal.  
LaSalle & Koch Co., Toledo, Ohio  
Bell's Booteries, Nashville, Tenn.  
Lustig's . . . Youngstown, Ohio

# **BONWIT TELLER**

PALM BEACH • MIAMI BEACH  
FIFTH AVENUE AT 56TH ST., NEW YORK





*We Cape the Climax with*  
**LORRAINE  
 WORSTEDS**

Renowned for their innate beauty, rich feel and draping qualities, these fabrics, in their rugged softness and refined colorings, impart an elegance of rare delight... never more fetchingly expressed than in these semi-tailored cape dresses.

*Left*—Jacket dress with cape effect sleeves banded with Fox. Navy and gray Fox, gray and gray Fox, beige and Greenland Fox. *Center*—Cape dress with shirtwaist collar, tailored taffeta bow, bone buttons down front, detachable cape of Kid Galyak with worsted tuxedo revers. Beige and black, gray and black, black and black. *Right*—Cape dress, semi-tailored with shirtwaist collar, white pique over-collar, silk trimmed frog closings down front, detachable cape of Kid Galyak with worsted tuxedo revers. Black only. Sizes 10 to 20. \$60.

J. L. Hudson, Detroit; H. P. Wasson, Indianapolis; Blum Store, Philadelphia; Hochschild Kohn Co., Baltimore; Scruggs Vandervoort-Barney, St. Louis; Foley Bros., Houston; Rich's, Atlanta; Harzfeld's, Kansas City, Mo.; Frank R. Jelleff, Washington, D.C.; May Co., Cleveland; Burger-Phillips, Birmingham; Furchgott's, Jacksonville; and for the store in your own community write Lorraine Manufacturing Co., 261 Fifth Ave., New York.

**BEST & CO., FIFTH AVENUE • NEW YORK**  
**MARSHALL FIELD & CO. • • CHICAGO**  
**BULLOCK'S • • • • • LOS ANGELES**



# To be beautiful in the Spring...

To have that joyous, lifted figure — that proud high bosom — that young running look, consider deeply the way of your corsetry. Our Chanelle Compact can give you that well knit, quick look, without the heavy corseted feeling through your diaphragm. Left is the new Militaire Cordette — see the corded satin uplift? It's worked right into the elastic, satin and lace to make the perfect uplift. 20.00

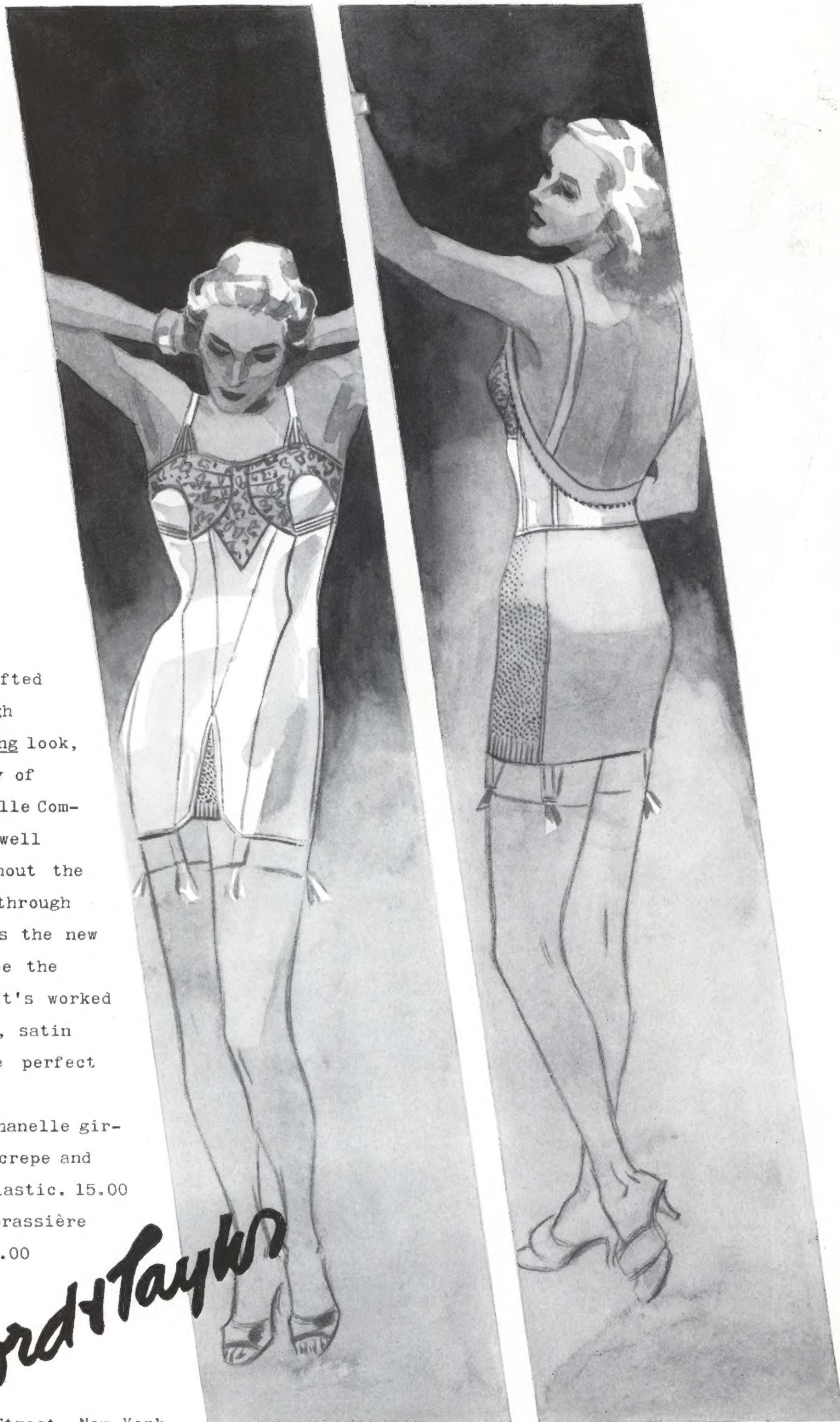
At extreme right, our Chanelle gir-  
dle of double tea rose crepe and  
fine hand knit tissue elastic. 15.00

And the Chanelle Coil brassière  
of satin and lace is 5.00

Fourth Floor

*Lord & Taylor*

Fifth Avenue at 38th Street — New York







## Carolyn presents "BORN in PARIS"....

★ Paris is still rocking with Carolyn's newest intrigue! First, our sessions with the couturiers!† They'll never get over our impertinence in demanding—and getting—the identical models they made for the Comtesse de la Falaise and Agneta Fisher.

Then the mad trip to Lyons, birthplace of the fabrics! We bought up every yard in existence of the luscious pure silk prints used in the original dresses! Many of them are hand-blocked. All are lovely.

The biggest thrill of all we've reserved for you! Each model has been painstakingly duplicated, stitch for stitch, in the identical fabric used for the original. And now your greatest fashion triumph awaits you in these exclusive Carolyn fashions... that were truly "BORN IN PARIS."

at the incredible price of  
**19.95**

**Carolyn**

Modes are sold exclusively

in New York by . ARNOLD CONSTABLE

Albany, N. Y. . . . John G. Myers Co.  
Atlanta, Ga. . . . . Rich's  
Atlantic City, N. J. . . . M. E. Blatt Co.  
Austin, Texas . . . E. M. Scarbrough & Sons  
Baltimore, Md. . . . Schleisner Co.  
Baton Rouge, La. . . . Dalton Co.  
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Chattanooga, Tenn . . The Vogue  
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Columbus, Ohio . . . The Fashion Co.  
Dallas, Tex. . . . A. Harris & Co.  
Danville, Ill. . . . Meis Bros., Inc.  
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Evansville, Ind. . . . De Jong's, Inc.  
Fairmont, W. Va. J. M. Hartley & Son Co.  
Fort Worth, Texas . . . Monnig's  
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Great Falls, Mont. . . . The Paris  
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Hilo, Hawaii . . . E. N. Holmes, Ltd.  
Houston, Texas . . . Foley Bros. D. G. Co.  
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Jamestown, N. Y. Abrahamson-Bigelow Co.  
Johnson City, Tenn. . . . King's, Inc.





**AUTHENTIC couturier models in original French silks\*, 19.95**

by **PARAY**  
**LANVIN**

† Just look at the names!  
**MAINBOCHER**  
**PIGUET**  
**ROCHAS**  
**JODELLE**  
**DORMOY**



\*These Pure Silk Prints Are Confined to Carolyn in the United States.

in Philadelphia by THE BLUM STORE

Knoxville, Tenn. . . . S. H. George & Sons  
Lafayette, Ind. . . . Loeb & Hene Co.  
Laramie, Wyo. . . . Baertsch's  
Leavenworth, Kansas . . . The New Small's  
Lexington, Ky. . . . B. B. Smith & Co.  
Lima, Ohio . . . R. T. Gregg Co.  
Little Rock, Ark . . . Pfeifer Bros.  
Logansport, Ind. The Schmitt-Kloepfer Co.  
Lynchburg, Va. . . . Guggenheimer's

Marietta, Ohio . . . Otto Bros.  
Martinsburg, W. Va. . . M. Cohen & Son  
Mt. Vernon, Ohio . The J. S. Ringwalt Co.  
New Kensington, Pa. . . Silverman's  
Newport News, Va. . . Nachman's  
Oklahoma City, Okla. John A. Brown Co.  
Paducah, Ky. . . . E. Guthrie Co.  
Pittsburgh, Pa. . . . Kaufmann's  
Portsmouth, Ohio . . . Marting Bros. Co.

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Salt Lake City, Utah . . . Averbach Co.  
San Francisco, Calif. . . . Hale Bros.  
San Jose, Calif. . . . Hale Bros.  
Savannah, Ga. . . . Leopold Adler  
Scranton, Pa. . . . The Heinz Store

Seattle, Wash. . . . Best's Apparel, Inc.  
Sheridan, Wyo. . . . Baertsch's  
Spartanburg, S. C. . . . Aug. W. Smith Co.  
Springfield, Ill. . . . Roland's  
Springfield, Mass. . . . Forbes & Wallace  
Springfield, Ohio . . . The Ed Wren Store  
Terre Haute, Ind. . . . Meis Bros. Co.  
Thomasville, Ga. . . . Louis Steyerma & Sons  
Topeka, Kansas . . . The Crosby Bros. Co.

Trenton, N. J. . . . Yards Store  
Tulsa, Okla. . . . Brown-Dunkin  
Uniontown, Pa. . . . Wright-Metzler Co.  
Utica, N. Y. . . . D. Price & Co.  
Washington, D. C. . . . The Hecht Co.  
Wilkes-Barre, Pa. . . . Fowler, Dick & Walker  
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Wilmington, Del. . . . Kennard Pyle Co.  
York, Pa. . . . P. Wiest's Sons

For information regarding Carolyn Modes write National Modes, 130 West 31st Street, New York City



# BEHIND TODAY'S FINER FIGURES

the glass of fashion *and* the mold of form

Today the well-dressed silhouette has the center of the fashion stage. Never before have the modes been so demanding in the matter of foundations. Yet one sees lovelier figures than ever and many more of them—since "Lastex," creator of a thousand fabrics, put the Fourth Dimension of Stretch into the art of corsetry. The modern woman glides through life in a new poetry of motion and form. She moves serene in the confidence that her curves are safe with "Lastex" fabrics, that fit like her own skin, just as soft and supple, yet with magic power to mold and hold her to her desire. The smart woman insists upon seeing "Lastex" on her every foundation garment just as she insists upon seeing "Sterling" on her every piece of silver. "Lastex," 1790 Broadway, New York City.

Illustrating SILK SKIN, by AMASIA, a seamless, boneless foundation, pure "Lastex" throughout, made in one piece—FULL-FASHIONED in the knitting. This and other SILK SKIN foundations, girdles and pantie-girdles, made with "Lastex," at smart shops and stores everywhere.

# Lastex

REG. U. S. PAT. OFF.

... THE MIRACLE YARN THAT MAKES THINGS FIT







THE IUDKINS TWO-WINDOW BERLINE

## THE LINCOLN

The new Lincoln is a fresh interpretation of an ideal, to create the most nearly perfect motor car. But the ideal is old, grounded in Lincoln tradition. Each year's car simply extends its meaning as new excellencies are added. In beauty, comfort, luxury, the Lincoln for 1936 is in advance even of its predecessors. . . . Here new beauty mingles with the engineers' skill at its highest. Fenders and rear deck are streamlined in the modern spirit, but in a manner consistent with Lincoln dignity. The radiator is deeper, more graceful. Wheels are of the new welded-steel design. Refinements throughout accent the Lincoln's clear beauty. . . . The V-12 cylinder engine is the Lincoln engineers' finest expression of the V-type principle. Improvements this year make for surer control, for simpler, smoother operation. . . . There are eighteen body designs, formal and informal, including custom coach models by Brunn, Iudkins, LeBaron and Willoughby. All celebrate anew the art of the coachmaker.





# Peacock Shoes

**ASCOT**—a clever handling of fabric and leather...blue gaberdine with blue calf saddle and heel...blue gaberdine tongue with a piping of white. Ascot comes in a grey suede and calf combination too.



**CHARBA**—in white buck with brown calf trim and heel with white piping...or if you like, in chamois buck with tan calf trim and heel...a best friend to your spectator sport costume.



■ Peacock has done some enchanting things for your feet this Spring...and with fabric and leather combinations the exciting topic of conversation, proudly points to Ascot and Paray—smartest of tips in footwear for the months when youth holds sway. And Charba, you simply *must* have. High of arch, dainty, slender of heel, their beauty enhanced by the loveliest of the new colors, Peacock Shoes walk gracefully into the season's mode.

**PARAY**—plays up to the trend toward rusts...Venetian tan gaberdine with Venetian tan calf saddle, strap and heel, white piping...fitting complement to the yellows and greens of Spring.



You will find most Peacock Shoes priced \$8.75, \$10.50 and up



# A Tailored Spring



*Two important ready-to-wear costumes in Forstmann Woolens*

## *Shop for ...*

*Tailored Suits* of new Forstmann mannish fabrics to wear under your coat

*Soft Suits*, cape costumes, and simple wool frocks with perky, youthful lines

*Swagger Costumes* with grand, wrappy lines for travel or anywhere

**I**N the untrimmed mode which is supreme this Spring, fabric and line mean everything. And because of the exceptionally fine tailoring qualities of Forstmann Woolens, you can buy ready-tailored costumes that fit as though custom-made to your order . . . or make them yourself from Forstmann Woolens by the yard. Notice the infinite variety of weaves and colors . . . the softness of exquisite wools and cashmere with an underlying firmness that holds lines permanently. By the yard or in garments at your favorite shop. Forstmann Woolen Co., Passaic, N. J. *Sales Office:* Empire State Bldg., N. Y. C.

# *Forstmann Woolens*





Sketched at the Ritz-Carlton, New York

## "Can this be the deb's MOTHER?"

**T**HE party is being given for Mrs. M's daughter. But (quite unintentionally) Mrs. M herself is the center of attraction. That such a fascinatingly youthful woman should be presenting a daughter to society!

Mrs. M had been rushed to death with preparations for her daughter's debut. But at the last moment she hurried to Dorothy Gray's Fifth Avenue Salon and said, "Please make me look nice and young!" So at this salon of smart women Mrs. M was given a facial and then the new, youthful make-up.

"First," said the make-up expert, "we'll use Dorothy Gray rouge in the shade of your *natural* coloring. This rouge doesn't fade and leave you looking tired, as many rouges do.

"Now—the new Dorothy Gray *gauzy* powder. The heavy powder you've been using is dry and aging—accents every wrinkle. Notice now how fresh, young looking, this makes your skin.

"Next—Dorothy Gray lipstick in the *same* shade as the rouge. Colors in these lipsticks are fresh, clear and youthful—and stay that way without fading or turning blue on the lips.

"And now your eyes. It's smart to play them up with a touch of eye-shadow and mascara."

In this way, Dorothy Gray has revived hundreds of faces. Give yourself this *new, youthful* make-up. Here are the things you'll need:

- Dorothy Gray Make-up Foundation Cream, to make powder cling and keep fresh. White, natural, rachel, \$1.
- Dorothy Gray's "Transparent" Salon Face Powder, \$1.50. "Opaque" for suede-like finish, \$1, \$3.
- Dorothy Gray *matched* Make-up. Lipsticks, \$1; Cream Rouge, \$1.25; Boudoir (cake) Rouge, \$1.
- Dorothy Gray Eye-shadow, \$1. Liquid Lashique, \$1.50. Cake Lashique, \$1.25 . . . in all smart shades.

Ask for Dorothy Gray preparations at your favorite cosmetic counter.

© 1935, Dorothy Gray.

## Dorothy Gray

Salons at 683 Fifth Avenue, New York  
Los Angeles • Denver • Atlanta • Washington • Boston  
Milwaukee • Paris • Brussels • Amsterdam  
and on the Grace Line "Santa" Ships.





*Peru...* Buttons accent this slim graceful pump designed for town wear. Venetian Tan Calf with beige trim.



*Mozaque...* There's the lilt of Spring in this lattice-work, three-buckle strap shoe of Venetian Tan Gabardine striped with matching Calf.

## Feet First

Fresh, colorful, charming—the new shoes by Rice-O'Neill have truly captured spring's own spirit. Some are gay and frivolous, planned to give your feet enchantment when you're feeling dressy. Others, for more serious moments, are skillfully designed with lines so smart they quite belie their other qualities of comfort and durability.

And, of course, because they're made by Rice-O'Neill, you can be very sure that each pair makes it well worth while to consider your feet first! Shoes by Rice-O'Neill have perfectly correct lines—and *hold* them—because they're perfectly made of the finest materials that money can buy. See them at better department and shoe stores everywhere.

They're decidedly unusual at

*\$8<sup>50</sup> to \$10<sup>50</sup>*

U. S. Design patents have been applied for on the three shoes illustrated and others in the Rice-O'Neill line.



One Grade Only  
—THE BEST

© RICE-O'NEILL SHOE COMPANY • Manufacturers • St. Louis, U. S. A.



*Lida...* Sleek, suave Patent Leather fashions this smart Cocktail Sandal. Black piped with white.

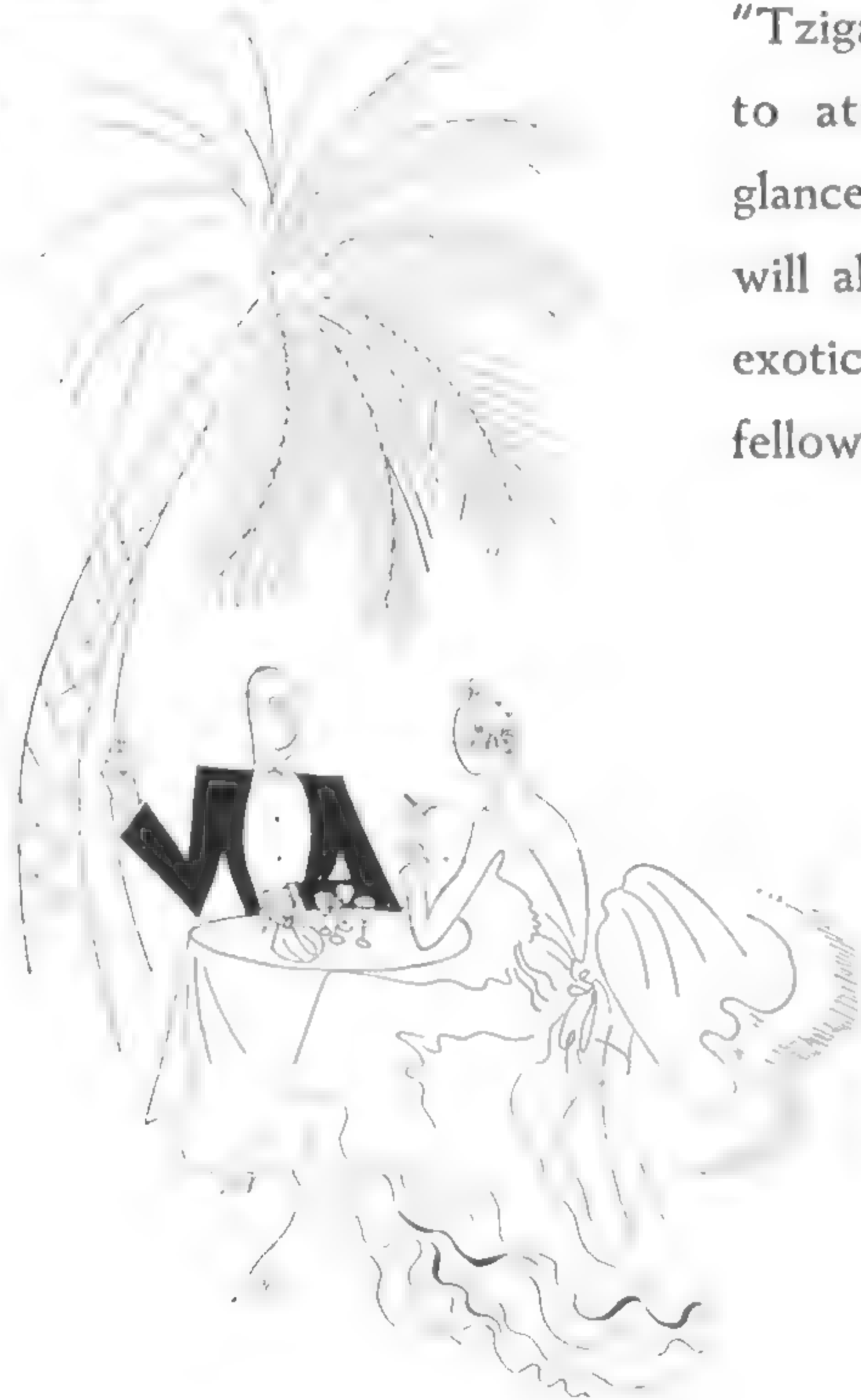




# Gipsy Glamour in an Evening Bag



"Tziganya" is its name and exciting is the effect wherever you put down this "pack"! Following the careless lines of a folded gipsy kerchief, this new Koret Handbag Original brilliantly achieves formal elegance without losing its vagabond spirit. And it's Talon-fastened to prevent loss of your night-gadding necessities! Designed in gipsy gold, Romany silver and other shades of lamé, "Tziganya" may be depended upon to attract admiring and envious glances all evening long. (Yes... you will also find this Koret Original in exotic daytime patterns to dazzle fellow gipsies when you go south!)





*Sheer cosmopolitan  
in DuPont Rayon*

**SPADANA CREPE**  
BY  
**STÜNZI**

"I live my day"—a custom design suit showing the Spring spirit of Spadana—new and exclusive grenadine sheer weave out of DuPont Rayon yarn. Its charm is crisp and soft—and it dry cleans beautifully. Spiral whipped edges are ribbon. Detachable lingerie is of faille in bonbon pink, blue, or white. Sizes 10 to 20 in black, navy, bronze. One of a series at 35.00.

**DUPONT RAYON**  
REG. U.S. PAT. OFF.

**LORD & TAYLOR E. T. SLATTERY THE BLUM STORE**  
NEW YORK BOSTON PHILADELPHIA

**BLUM'S ROOS BROS. NEIMAN-MARCUS**  
CHICAGO CALIFORNIA DALLAS



# Walk with Vitality

AND BE FAIR  
TO YOUR FACE AND FIGURE



ANGELA



GRETA



GLADYS



IRENE



CARMEN

6<sup>75</sup> A FEW  
STYLES  
\$6.00  
SOMEWHAT HIGHER  
IN CANADA



WHEN your feet are tired, you are tired all over—and poorly fitting shoes are usually at the bottom of it all. Subtly etching tense little lines in your face. Making your posture less vital. Dimming your charm. Sapping youth and energy in an insidious way. That's why thousands of women have turned to Vitality Shoes. For Vitality Shoes have the smartness and fit to make your feet feel as good as they look. They have found that happy feet make happy faces and graceful figures. When you walk with Vitality, you walk with charm.

VITALITY SHOE COMPANY • ST. LOUIS  
Division of International Shoe Co.

## VITALITY shoes

SIZES 2 TO 11 • WIDTHS AAAAA TO EEE



● Here in the Charmed Circle of Vitality Shoes is the secret of grace and buoyancy that comes from happy feet.





*The 1936 Packard Twelve Club Sedan for five passengers, pictured before the Grosse Pointe Club*

## *Grosse Pointe prefers Packards*

**I**T goes without saying that Grosse Pointe knows its motor cars. As one of the smartest suburbs of Detroit, it has literally grown up with the automobile.

So it is especially significant that, in this motor-wise community, 65.7 per cent of all the large, fine cars are Packards. And among these owners

are many who have driven Packards continuously for more than twenty-one years.

This preference for Packard in Grosse Pointe is in keeping with the trend throughout America. During the twelve months just past, nearly half of all the large, fine cars purchased in this country have been Packards.

The charming Grosse Pointe home of Mrs. Frederick M. Alger, who has used Packards for her personal transportation for more than twenty-five years. Mrs. Alger includes the active leadership of Youth, Inc., among her many important activities.



This driveway leads to the lovely home of Mr. and Mrs. F. S. Bennett of Country Club Lane. The Bennetts have been Packard owners for more than twenty years. Mrs. Bennett's present personal car is a Packard Super Eight limousine.



For more than thirty years Mr. Emory L. Ford, owner of this magnificent Elizabethan residence on Lake Shore Road, Grosse Pointe, has driven Packards. Mr. Ford has long been one of Michigan's most ardent sportsmen.

# ***PACKARD***

**EIGHT  
SUPER-EIGHT  
TWELVE**

*Ask the man who owns one*





## **SHEERS ARE GAINING STRENGTH**

*Berkshire is making them stronger with inspected silk . . . the strands inspected inch by inch for flawless perfection, then twisted just-so-many-turns-to-the-inch for the proper firmness. They're stockings of dress-up department with an almost every-day stability! Especially the Crepetwists (pictured in Copper) which "look a thread sheerer and wear a thread longer." Berkshire makes stockings 2- and 3-thread sheer and up to 10-thread sturdy, at 85c to \$1.65.*

## **THE BERKSHIRE STOCKING**

*"A MILE OF SILK INSPECTED INCH BY INCH"*





**HIGH NOTES OF SPRING** . . . Wide shoulders! Dress-maker tricks with moire or belting ribbon or prints in stunning contrast with the rich texture of **WOLLMANETTE**, —the very new Romaine weave of Crown Rayon, the NEW Rayon of Fashion! You'll sing a song too, when you don an Elynor Fashion, because, unlike the flowers you will keep on blooming for months . . . . . Yes! **WOLLMANETTE** is Crown Tested Quality! . . . . . In the right Spring colors, sizes 12-20. Under \$20.

RUSSEK'S, FIFTH AVENUE, New York City . . . ANDERSON NEWCOMB CO., Huntington, W. Va. . . . CAIN-SLOAN CO., Nashville, Tenn. . . . CREWS BEGGS DRY GOODS CO., Pueblo, Col. . . . ELLIS, STONE & CO., Greensboro, North Carolina . . . W. T. FOUNTAIN INC., Greenwood, Miss. . . . ROBERT FRASER INC., Utica, N. Y. . . . JOHN GERBER CO., Memphis, Tenn. . . . GILBERT-STEPHENS CO., INC., Princeton, Ind. . . . KERRISON DRY GOODS CO., Charleston, South Carolina . . . MAYER ISRAEL & CO., New Orleans, La. . . . MILLER BROS., Chattanooga, Tenn. . . . MILLER & RHOADS, Richmond, Va. . . . MILLER'S, Knoxville, Tenn. . . . PALACE DEPT. STORE, Spokane, Wash. . . . PARISIAN INC., Birmingham, Ala. . . . AUGUST C. RICHTER INC., Laredo, Texas . . . WATT & SHAND, Lancaster, Pennsylvania . . . WHITE HOUSE DRY GOODS CO., Beaumont, Texas . . . For the name of the store in your city, write Elynor Fashions, 225 West 34th Street, New York . . . in Canada, Sommers Building, Montreal.



. . . The CROWN TAG on WOLLMANETTE stands for laboratory tested and approved Fabric Construction, Color Fastness, Dry Cleanability, Wearing Satisfaction.

**"A FABRIC CREATED OF CROWN RAYON . . . IT'S TESTED!"**



# NASSAU IN THE BAHAMAS

... WINTER HAVEN OF TWO CONTINENTS

THE FAMOUS WORLD CRUISER

*"Carinthia"* SAILS EVERY SATURDAY

FEBRUARY 8, 15, 22, 29

MARCH 7, 14, 21, 28

Sunlight or moonlight, it makes no difference in Nassau, so far as the sheer joy of being alive is concerned. Days are filled with things you wish to do, from the most active sports to the laziest loafing in the world, and the pleasantest. In the evening there are dancing, gay parties and smart social gatherings, warmed by the hospitality of these friendly latitudes and flavored with old-world courtesies. Truly, it is good to be alive, and in the Bahamas.

Every Saturday until March 28th special 6-day cruises sail from *New York*, with a daylight day and evening in Nassau, for as low as \$70 with the famous world cruiser *Carinthia* as your hotel. Also 13-day tours including hotel room and meals in Nassau (rates on application). For longer vacations, the one-way fare is as low as \$65; round-trip fares, with stop-over privileges, and return by later sailing of the luxurious *Carinthia*, as low as \$95. No passports required.

Ask your Local Travel Agent about the Cunard White Star Deferred Payment Plan or consult Cunard White Star Line, 25 Broadway, or 638 Fifth Avenue, New York . . . or Nassau, Bahamas, Information Bureau, 30 Rockefeller Plaza, N. Y.

6 DAYS

\$70<sup>UP</sup>

*The British Tradition distinguishes*

**CUNARD WHITE STAR**



## FOR A MODERN HOSTESS

HERE'S a book on etiquette that has a different slant . . . entertaining . . . up-to-date . . . applicable to the thousand and one details of gracious living—as well as to special times when formality is required.

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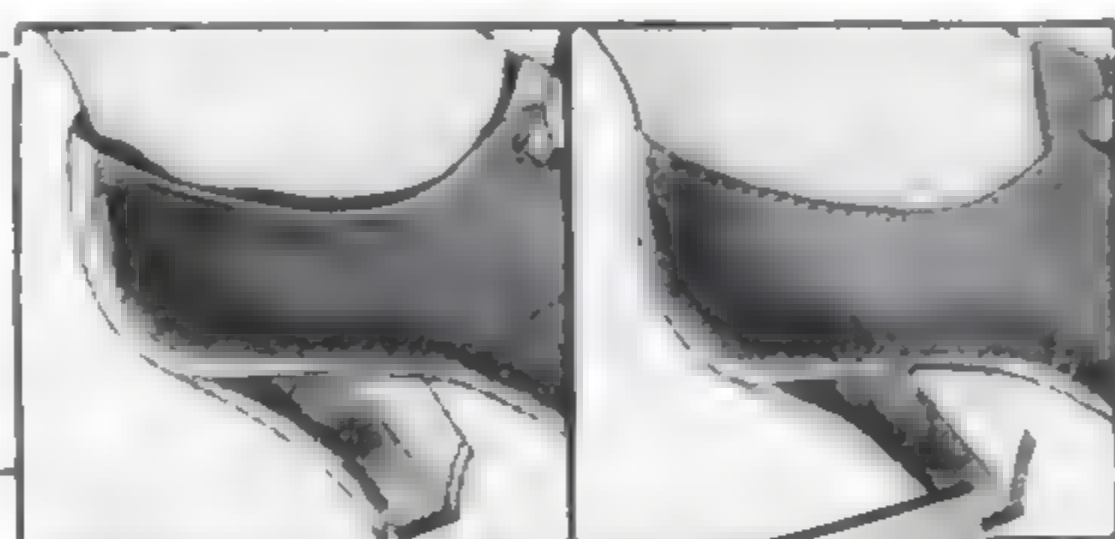
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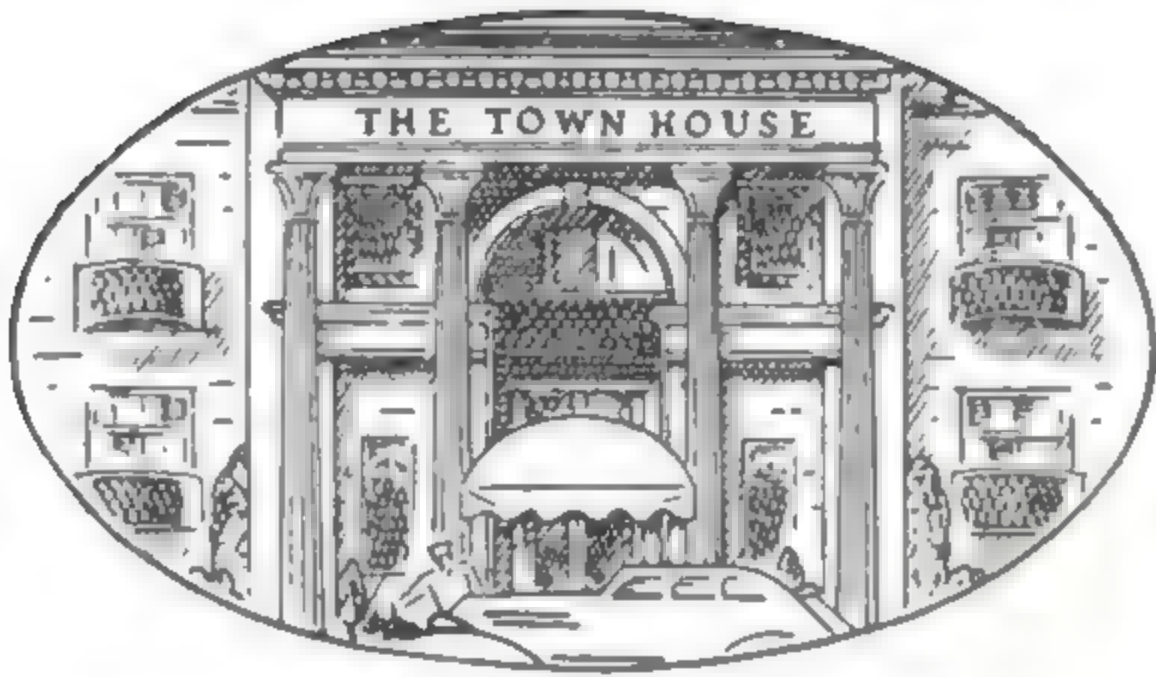
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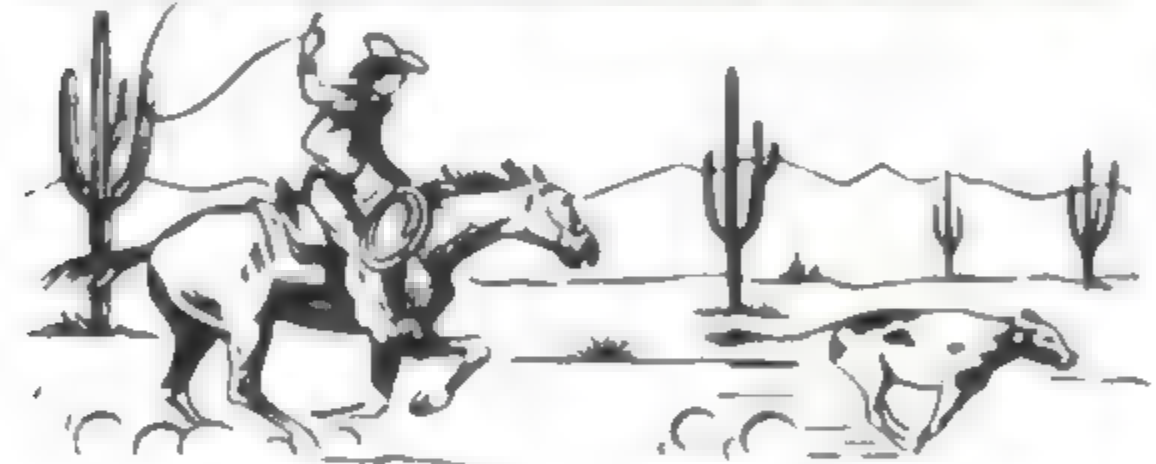
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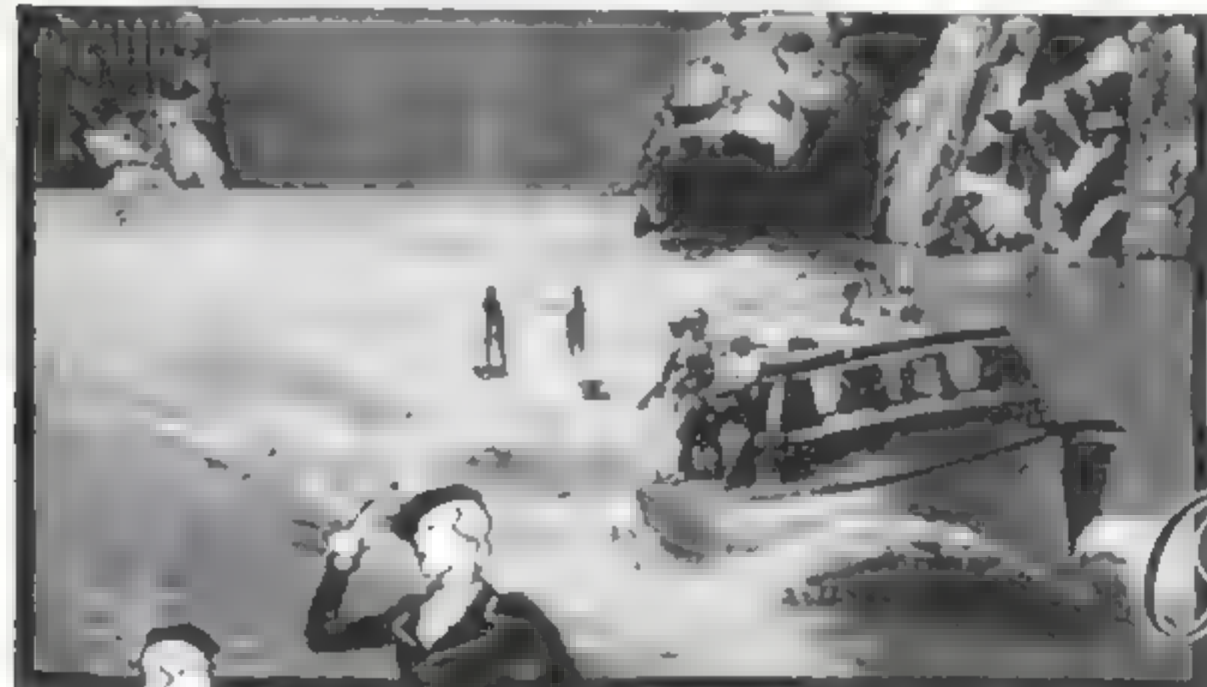
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... For students as well as parents, this department of Vogue acts as a news exchange and information bureau. If your child's school needs are taken care of, perhaps you would like to fill in the winter months with a course of study for yourself... widening your interests... developing your particular talents. These columns contain announcements of many fine schools and items about new courses for children and grown-ups. For further information, write to the schools themselves, or to Miss Marian Courtney, Director of Vogue's School Bureau, 1928 Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

## Colour Photography

If you already know the fundamentals of monochromatic photography, then you're qualified—and probably champing at the bit—for a course in colour "shooting." The Clarence White School, in New York City, is now offering this course on Thursday evenings from eight to ten. Here, professionals and amateurs study the principles underlying colour photography and learn how to produce the best examples with the means at their disposal. Although several different processes of colour reproduction have been developed, only those which have proved most practicable are emphasized in this course.

## Dramatic Primary

Attractive as isolated examples may be... nothing would be more disconcerting than a whole generation of Jackie Coopers and Shirley Temples running loose over the stage and screen. Fortunately, the new class in Dramatics for Young People offered by the New York School of the Theatre, in New York City, proposes no such thing. This school plans to direct the child's abundant energy into constructive channels—to teach him self-confidence, good articulation, ease of body movement—and to stimulate his imagination toward dramatic creation. Such training is of inestimable value to any child, both now and later, in every-day life. The course is open to young people of from nine to fifteen and will be held on Saturday mornings. Speech, pantomime, improvisation of scenes, and regular dramatic performance are included in the course.

## Practical Artists

The young art student's greatest handicap in entering the commercial art field is lack of confidence and experience in dealing with buyers. To overcome this difficulty, each class in



# NEWS...

the National School of Fine and Applied Art, Washington, D. C., is organized as a professional studio. A problem is given out just as a job would be given—a date set for sketches to be shown. At this time, the student must sell his work to the teacher. Frequently, the teacher objects to price or composition. Then it is up to the student either to make the requested changes or to convince the teacher that he is right. In this way, the traditionally impractical artist receives training in the important art of salesmanship.

## New Home

The Weidberg School of Individualized Education, Atlantic City, New Jersey, has acquired a residence for students. Formerly, Weidberg students lived in private homes in the city. The new home, which was known as the Fox mansion, will provide facilities for a small boarding-school. The individualized "Socratic" method of teaching, which has proved so successful with students for whom regular classroom methods were not satisfactory, will be continued.

## Industrial Design

The Practical School of Decoration and Design, in New York City, which offers intensive three-month courses in decoration, is adding a new department for the sixth session beginning February 18. Decorators are newly awake to the vast field for design which lies in the many products manufactured by machinery for use in the home. All of these products should be an integral part of any decorative scheme. Therefore, the new course in Industrial Design is a natural continuation of the course in Interior Decoration, and both courses will be closely correlated.

## Outdoor Library

People who regard libraries as musty holes, inhabited by blinking bibliophiles, should see the library at Miss Harris' Florida School in Miami. Open to sunshine and sea air on all sides, it is surrounded by a terrace equipped with deck chairs and tables for those who don't like to study under any kind of a roof. Birds, tropical fish, flowers, trailing vines are all a part of this unusual library. The unit system of displaying complete material on one subject at a time is used here. The units cover a wide variety of subjects and are generally timely. During the National Aviation Meet held in Miami, an unusually fine display of prints, maps, and source books on the history of aviation was arranged.

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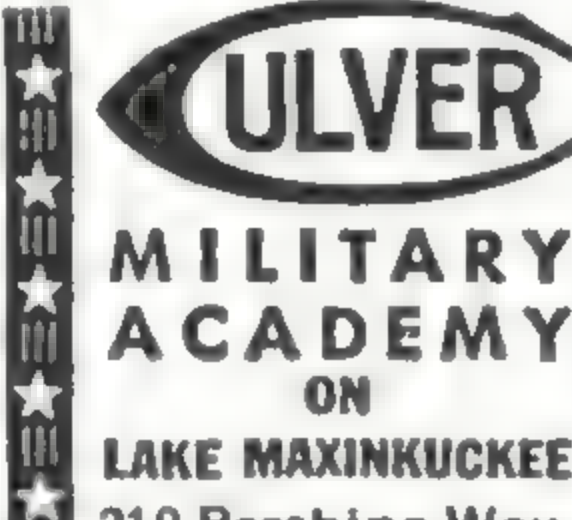
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# THE DOG MODE OF VOGUE



CH. FERI-FLOTTENBERG

## He was the Tops in the Dachshund Entry in the 1935 Westminster Show

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Dachshunde were the largest entry in the show, 168. Ch. Feri-Flottenberg was best of breed at Westminster, 1935.

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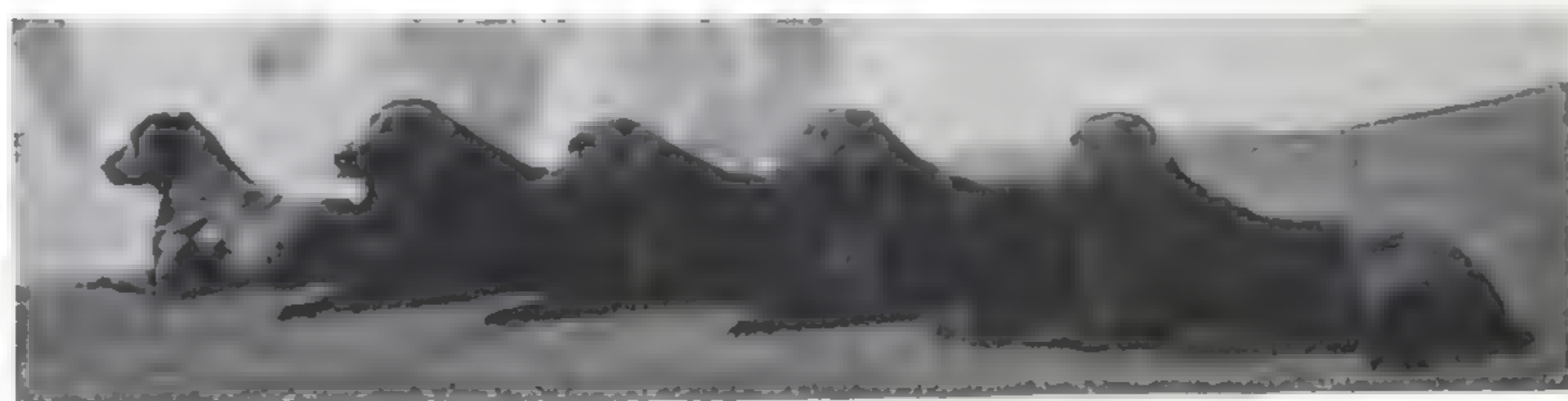


The judging rings at Westminster

## The Westminster Show

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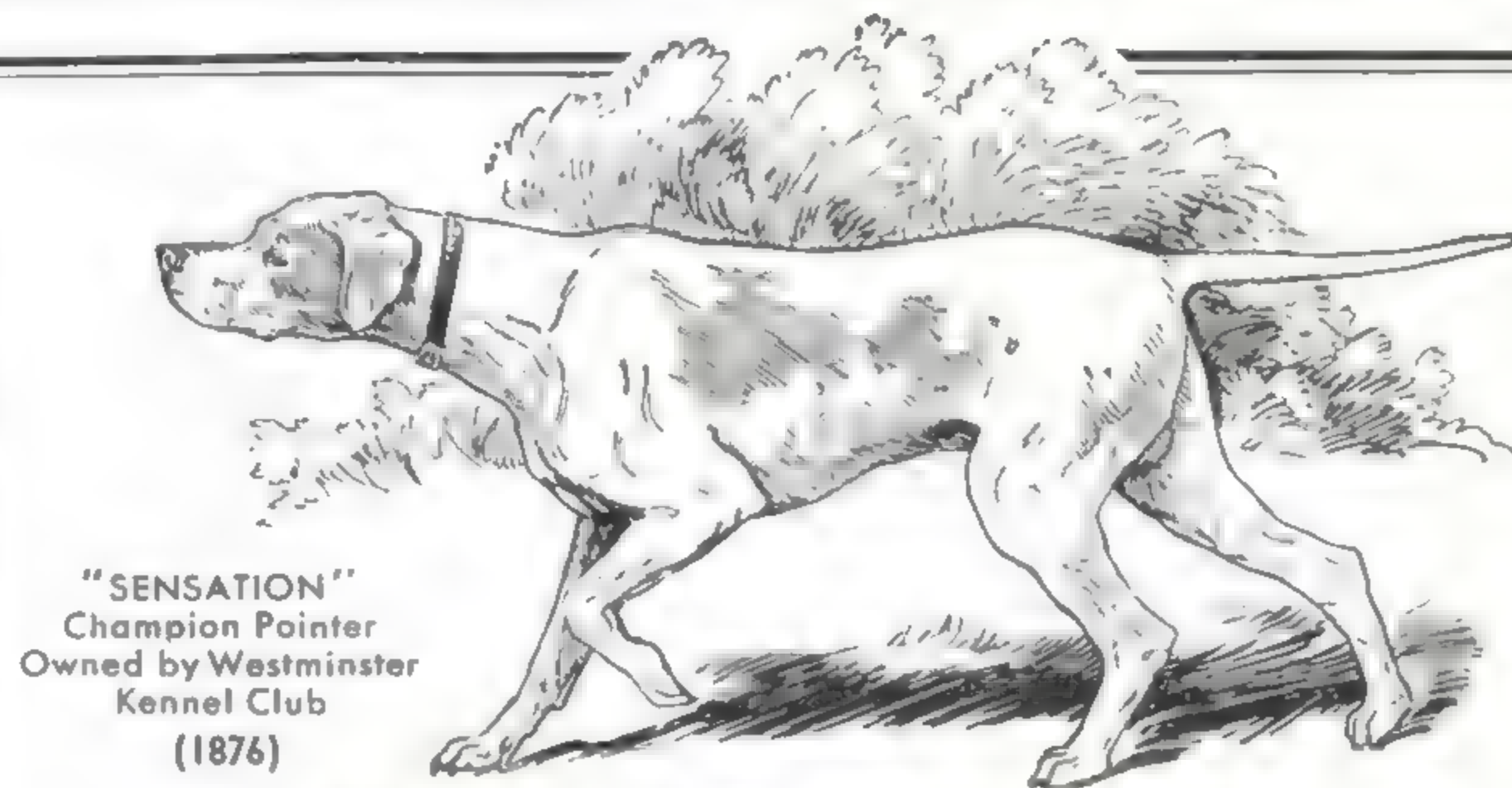
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day, and Wednesday, February 10, 11, and 12—dogs from the far corners of the earth: dogs with an ancestry that reaches back into the centuries and is interwoven in the histories of many lands. A colourful collection, these representatives of more than one hundred different breeds—but no more colourful than the thousands of people who come to do them honour. For though Bar Harbor and the Bowery meet in true camaraderie of sport, there is an unmistakable overtone of seal and sable that stamps Westminster as a fashion centre of the show-going world.

Tier upon tier of the Garden's (Continued on page 28)

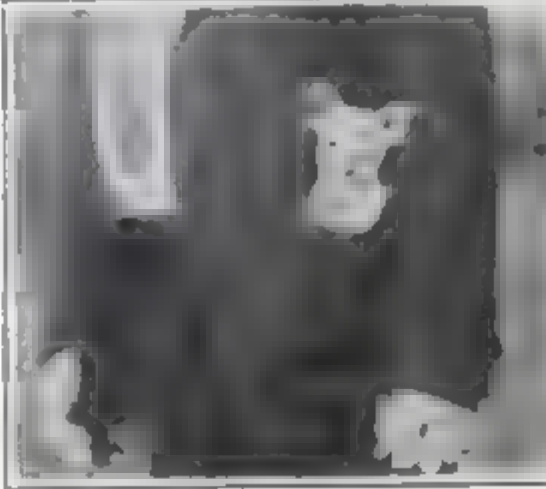


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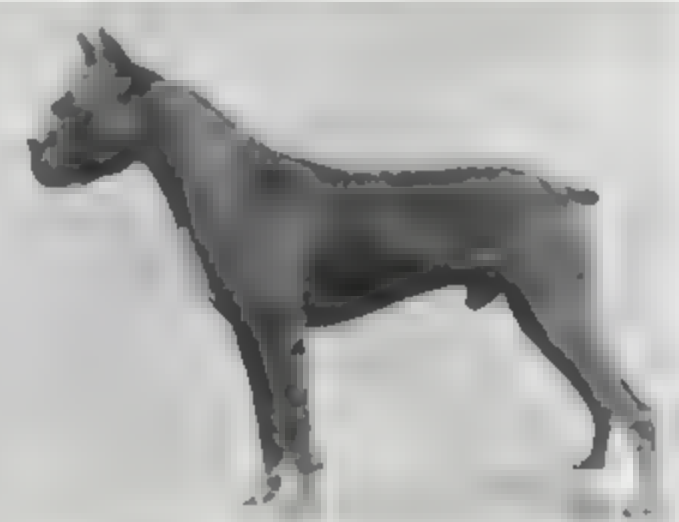
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## The Westminster Show

high-piled galleries are crowded on the final night with an expectant, enthusiastic throng watching the brightly lighted drama that is staged below. For three eventful days, the classes have been judged in order to find the most perfect representative of each breed out of the three thousand dogs that are enlisted. Those that win a place in this initial sort-out draw a fair share of the Westminster's generous purse of \$20,000 (cash!). The breed victors are arranged in groups; then the six group victors are put in the final grouping, where Mr. C. Frederic Neilson, of Shrewsbury, New Jersey, selects the one dog that he considers the best of all.

In the meantime, the children have a competition of their own, for, quite aside from this search for blue-ribbon pure-breeds is a search for America's finest child-handler of the year. From the Westminster show of 1935, through the spring, summer, and autumn, the youngsters have worked to prove their skill in the show-ring. Now, all those who have won at the previous events of the year will try their mettle in the grand finale to be staged at Westminster. The winner of this contest will be the recipient of the Grand Challenge

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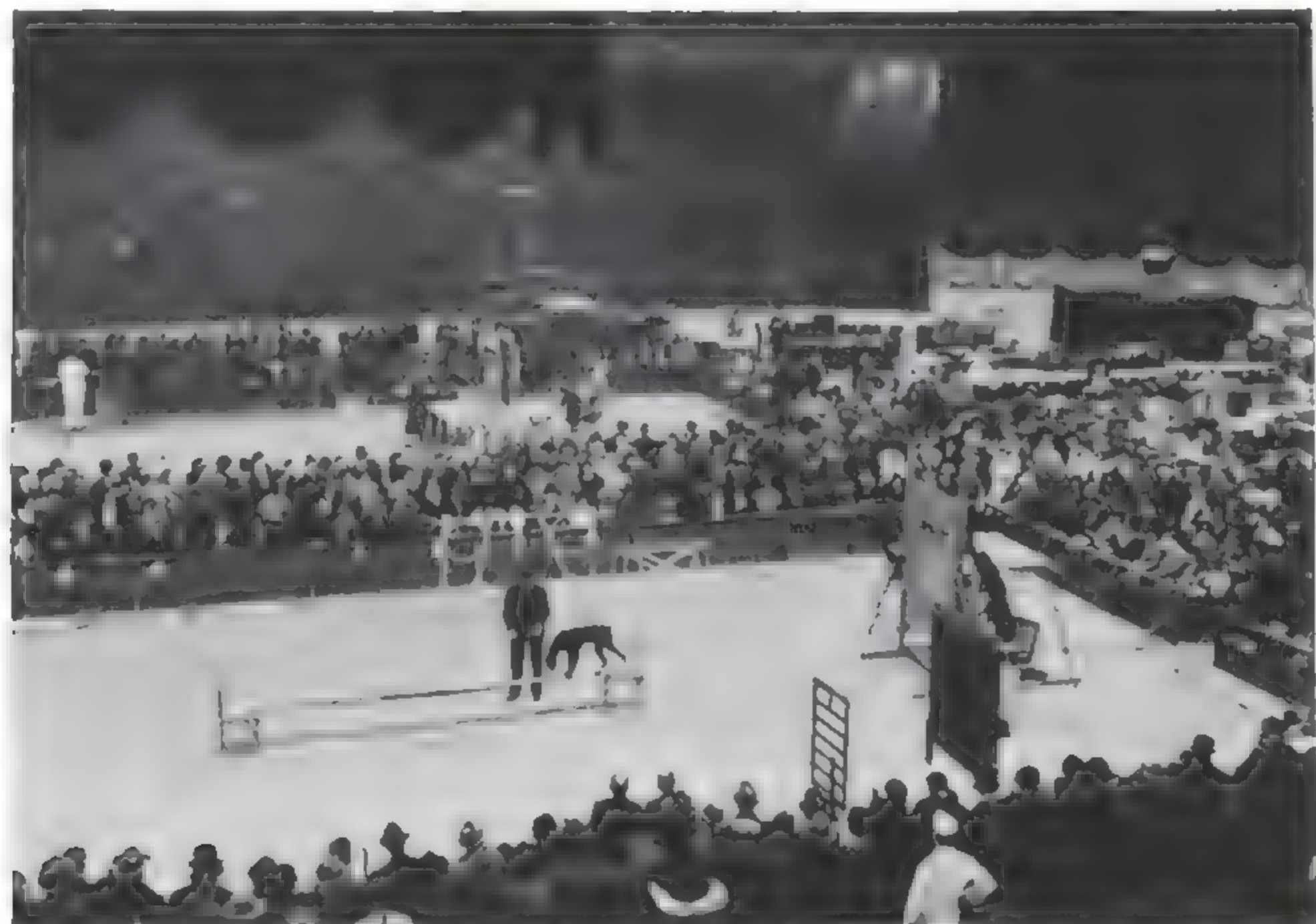


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# THE DOG MODE OF VOGUE



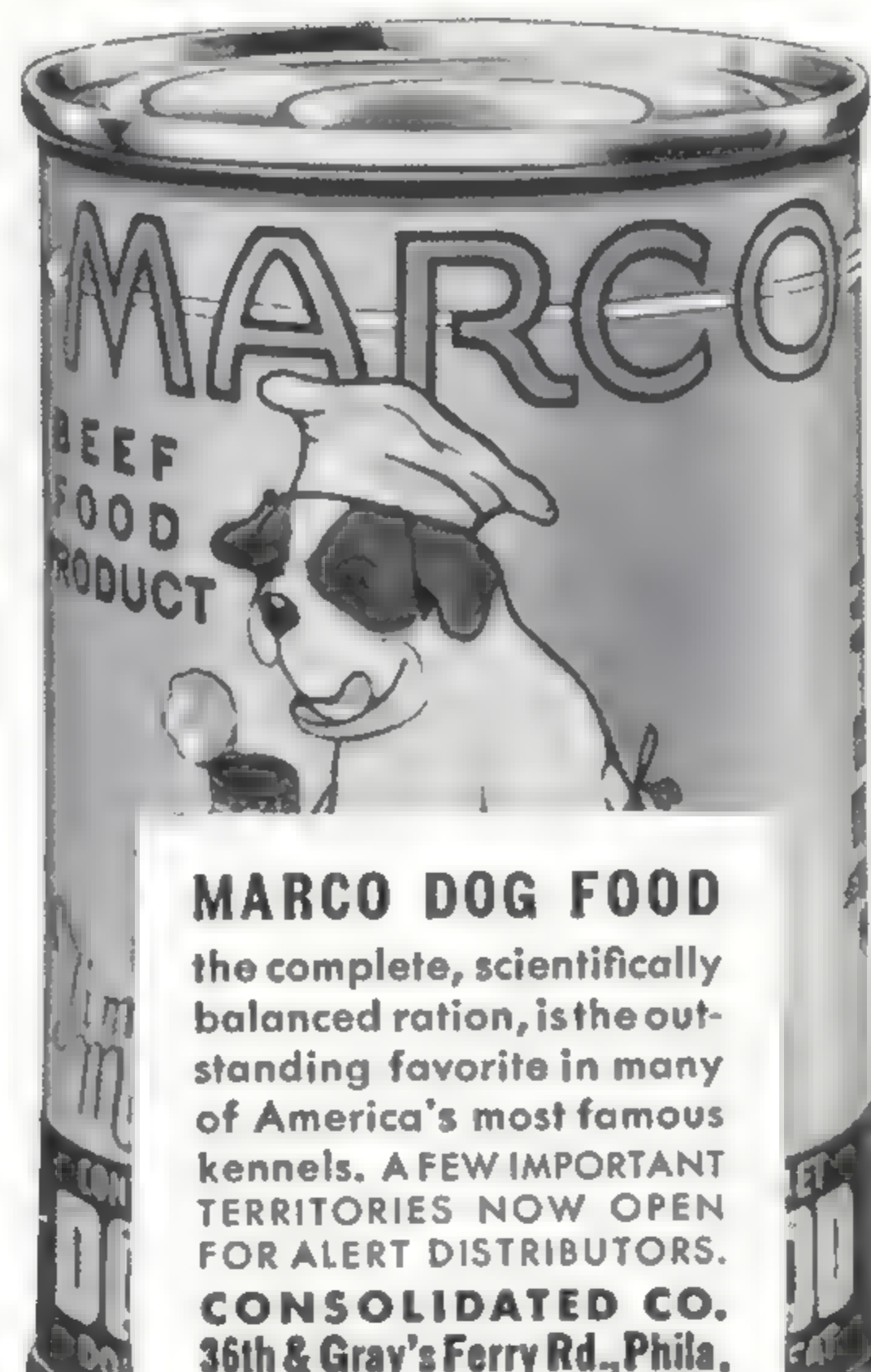
Rennels Kennels exhibiting trained Dobermanns, 1935

Bowl, presented by the Professional Handlers Association. Mr. Frank H. Brumby, manager for Don Voorhees, the famous Braw Bright Kennels at Jericho, Long Island, is to judge the children's class—not on the merits of the dogs, but on the ability of the youngsters to show them.

The rarer breeds, seldom seen except at Westminster, are return enough for a trip to the show. Lhasa Terriers, newest of breeds to apply for recognition, will no doubt be exhibited, as will Lakeland Terriers, Siberian Huskies, and Alaskan Malamutes. Otter-hounds, too, and Brittany Spaniels are others of those rarely encountered varieties that have classes ready for them at this American institute of dogdom.

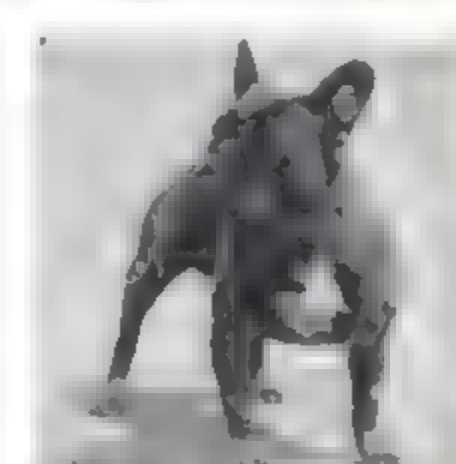
JOSEPHINE Z. RINE

EDITOR'S NOTE: The Kennel Departments of the Condé Nast Magazines believe that first-class dogs at prices justified by what the buyer receives and the breeder expends are the best policy. Right breeding and right raising cost money and are necessary if the purchaser is to derive maximum satisfaction from the dog he buys. So we believe it a duty to our readers to accept no advertising from breeders who charge less than the \$50 which we consider a fair minimum for the right puppy.



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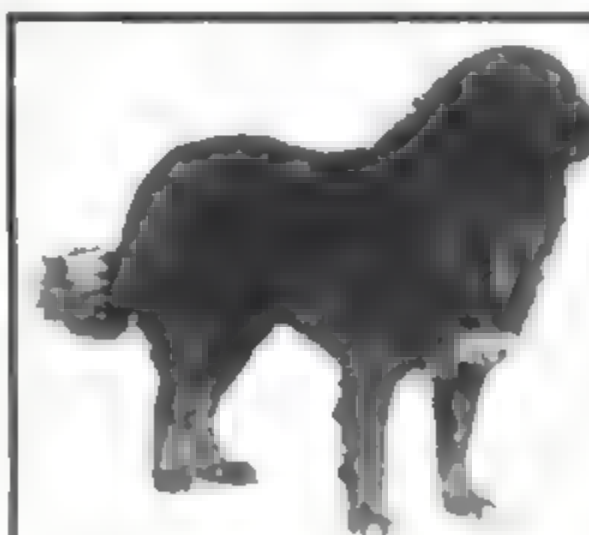
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# Vogue Covers

## Loot from California



• If you are heading west to California, like so many other people, you'll be interested in some discoveries about things to buy and see and places to stop. We'll start in San Francisco, that city of magnificent views, where the women look like New York, the foliage looks like the South, and the hilly streets and huge-windowed houses look like no place on earth but San Francisco. You probably know all the old favourites in the way of shops—Gump's, for instance, the fascinating place where you can buy gifts Oriental and otherwise, from inexpensive odds and ends up to ancient jades worth a king's ransom. But do you know about Marsh and Company, which has Oriental things, too, and along with them some modern jewellery and cigarette boxes which you won't find anywhere else and which make perfect presents to take home? The boxes are beautifully made of such unfamiliar woods as white holly and myrtle and a wood with a lovely purple cast, all unbelievably satiny in finish and topped off with carved jade or rose-quartz. Mr. Marsh himself designs these and the jewellery, and he has all sorts of bright ideas, like a ring made of iron and set with a huge pearl and little diamonds—very black-and-white and smart—, necklaces of impossibly clear spherical crystals held by tiny bands, without any holes, and enchanting little lorgnettes that spring out of a sphere of crystal or blue Pekin glass. (There are also Marsh shops at Monterey, Santa Barbara, and Los Angeles, down the Coast, in case you don't get to San Francisco during your travels.)

## Said with Flowers

• You should allow a little extra time, if you plan to shop in San Francisco, because you won't be able to walk briskly by the florists' windows. Not only are the flowers bigger and lovelier than in most places, but the arrangements will start you making plans for your own tables when you get home. Our favourites were both in big, flat, dead-white porcelain bowls, eighteen or twenty inches across and two or three inches deep. One was filled with violets—lovely single deep-purple ones, except in the centre, where they were a pinkish lavender. The other was a mass of small growing plants of waxy white cyclamen.

## Peninsula on the Pacific

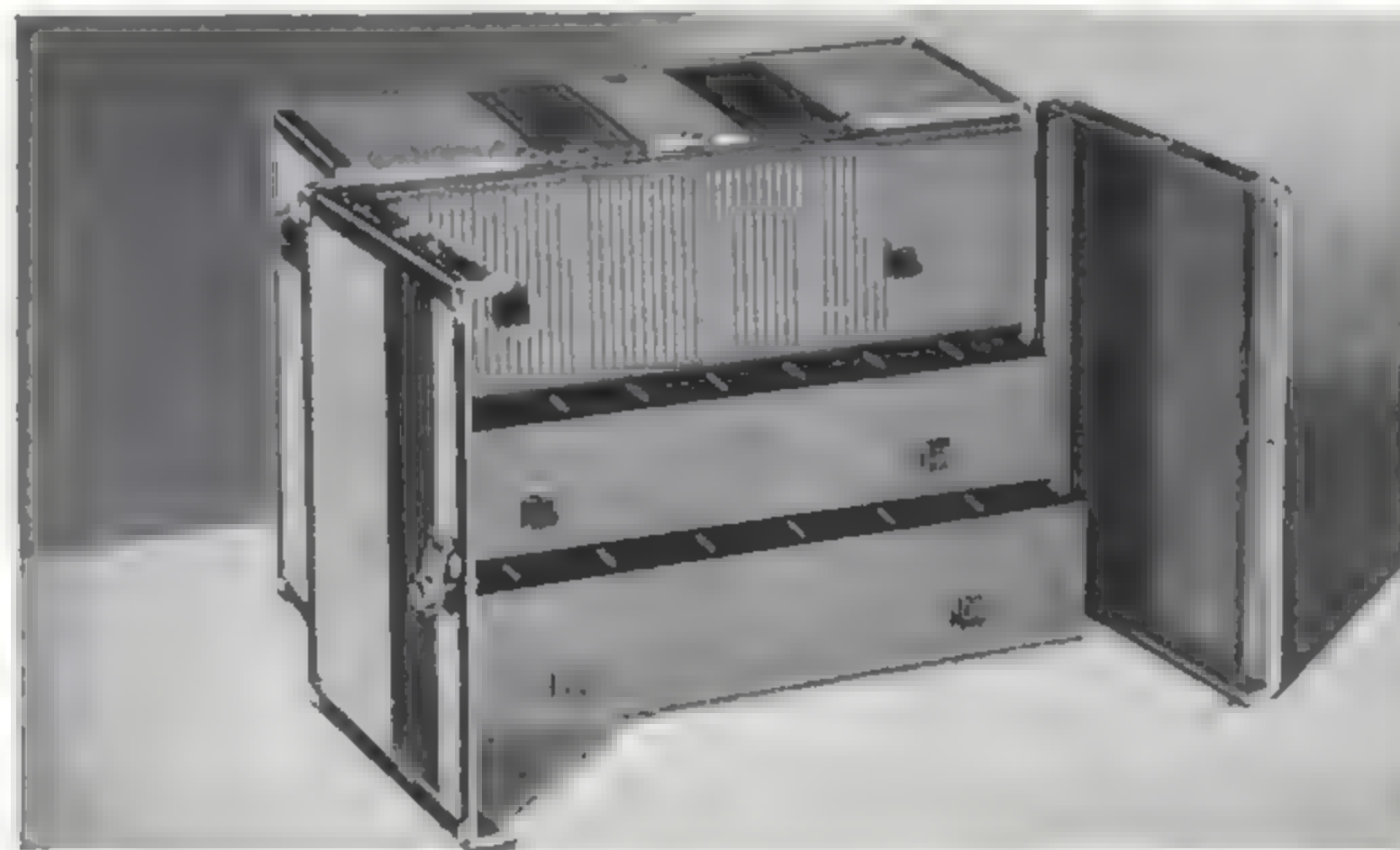
• The Del Monte Hotel will probably be your next stop, if you are working south. It is much too famous to be a discovery, but it's a luxurious place from which to do your own discovering of the Monterey Peninsula. Stay here a few days, and you will find yourself talking like a travel folder about the Riviera of California, the Golfer's Paradise, and other fancy phrases. The truth is that it has its own charm—from the combination of woods and hills and sea and beach and the kind of people who have built there. There is Monterey, with its fascinating old houses, half Spanish and half New England, which started some of the most effective architecture in California. And Carmel, nestled in a curve of the bay and crowded with artists and atmosphere. And Pebble Beach, with the Seventeen-Mile Drive winding beside the Pacific, along as spectacular a strip of shore as you'll see on this conti-



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# The Country

ment. The woods that slope down to the sand are full of lovely houses, many of them Spanish and some high over the water, with cypress-shaded terraces. And the Del Monte Lodge, in the midst of them, is like an elegant private house turned into a hotel for your special benefit. The huge lounge, hung with tomato-red curtains, looks straight out into a bay as blue as the Mediterranean, its rocks dotted with a thousand seagulls.

There are golf courses around every curve of the Drive, and while each one probably has its own virtues, the one that excites the visitor most is the exclusive Cypress Point Club, with its charming club-house, its wind-swept cypresses, and its sixteenth hole far out on a point and reached by driving over a chasm. And there are fishing, sailing, tennis, and, in particular, polo—played just across from the Del Monte Hotel. Some of the players fly up from Burlingame, dressing on the way and practically stepping from plane to ponies. Swimming here is mostly in pools, like the large one just above the ocean at the Pebble Beach Club. A party given there some time ago may give you a new idea for using your pool between seasons. The man who gave the party planned swimming, music, champagne, and sandwiches for his guests' entertainment, but the day was chilly and the pool was empty. Nothing daunted, the host established the orchestra at one end and held balloon races up and down the pool, and the party was such a success that it went on and on into the night.

## Real Ranching



• A real discovery for those who want to see the Western life you read about is Marshallia, a ranch farther down the Coast, eighteen miles or so

from Santa Maria and near the little town of Casmalia. This is an actual working ranch and not a dude ranch. It covers an incredible number of acres and has fourteen miles of beach, several thousand head of cattle, and innumerable cowboys—who are there to do the work and not to entertain the guests, but who like to have you ride with them among the herds or watch from the rail of a corral. The guest-house is comfortable and charming, the food is delicious, and the horses are good. And you can ride all day over hills and valleys, beach and mesa—and still be on the ranch. Here is Western life as it is really lived, and a marvellous place for both rest and fun.

## Enchanted Valley

• If you want good riding combined with resort life, you couldn't do better than go to the Ojai Valley, inland from Santa Barbara. This enchanted

valley lies between two ranges of green mountains and has the climate that made California famous. It also has the Ojai Valley Country Club, with a new wing in which are as luxurious bedrooms as you'll find in all your travels, each with a view and a porch or balcony of its own. You can go in for almost any kind of sport, but practically everybody rides, usually under the guidance of a charming lady who is also a famous horsewoman and who raises, trains, and sells horses, as well as spending most of her time in the saddle and being an important part of Ojai Valley life. So contagious is her enthusiasm that last year she started a woman seventy-odd years old riding for the first time since she was young, and finally took her on a several days' riding-trip. They were preceded by the lady's limousine and a trailer—and perhaps you think the trailer held comforts for the riders? Not at all—it held two more horses, so that after lunch had been served them by the men in the car, the ladies could ride farther and faster!

## Southward Ho



• From the Ojai Valley, it is only half a day's drive to Los Angeles. You might go back to Santa Barbara and stop at the beautiful Santa

Barbara Biltmore Hotel, then start on your drive along the rim of the Pacific. You go past Malibu Beach of movie-star fame, its houses rubbing elbows strangely in this land of open spaces, through Santa Monica and Hollywood, and into the great sprawling city. If you're an Easterner and it's your first visit, you'll find it as exciting and as different from home as though it were Shanghai. You'll have to stay a long time before you'll know whether you're actually in Los Angeles, or in Beverly Hills or Hollywood—if you ever find out. Perhaps the natives know, but to you it will all be one enormous city lying between the hills and the ocean—sophisticated and small-town, beautiful and ugly, bourgeois and elegant, and altogether fascinating. Practically everybody of importance, who isn't there while you are, was there last month or is coming next month.

## For Sightseers

• The things to see in Los Angeles—after you've driven the incredible number of miles and miles that you must drive to see the main streets and the charming residential sections—are the motion-picture lots (if you can), the smart restaurants, Bullock's-Wilshire (physically the most glamorous store in the world), the shops with good loot to take home, and Aimee Semple McPherson. Leaving Sister McPherson to you, here are the restaurants. (Continued on page 34)

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and  
daughter  
shoe



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## SHOPS TO KNOW

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on these pages. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.

## VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 33)

### Food and Drink

• The Brown Derby is the most famous. It seems, however, that there are three Brown Derbies, and the one to go to is in Beverly Hills and (unlike the original one, opposite the Ambassador Hotel) is neither brown nor shaped like a derby. It's divided into booths, all of them jammed all of the time, half with movie stars and half with people who come to look at them. That is, the women look at them; the men look at the waitresses, who wear beige cotton dresses stopping well above the knees, with wide hems starched as stiffly as a man's collar—very attention-getting when they lean over to serve the table opposite. The things to eat are Chef's salad and hamburger steak de luxe (both dishes great favourites in California restaurants), and the thing to drink is mint julep, made under what looks like a mould for old-fashioned brown bread. When the mould is removed, there is a cylinder of solid ice, with the glass and the julep inside, the julep ready to be sipped through a straw. If you listen to the conversation around you, you will be surprised to hear various movie actors making dates to play Hearts that evening. (Yes—Hearts. It's very popular in Hollywood, played for high stakes.)

### Chic at Noon



• Three other smart places to lunch are Victor Hugo's in Beverly Hills—very Park Avenue; the tea-room of the Assistance League, which resembles the Junior League and has its own members for tea-room waitresses; and the Vendôme, where you see as smart a gathering of Los Angeles men and women, as well as Movies, as anywhere in town. (A Movie, in Hollywood, is not what you think, but an actor in the movies: what you mean by a movie being called a picture.) Gathered round the door of the Vendôme every noon is a small mob of autograph hunters—mostly children—who look at you with disgust if you are not famous. As we came out with Kathleen Howard, the mob surged upon us—all but one or two calculating youngsters. "I've got hers," one of them said. "So have I," another called, "but I can exchange it."

### Five and After

• For cocktails or dinner, the Trocadero is a favourite. This is on Sunset Boulevard, in Hollywood, but it might easily be in New York. With your cocktails, the waiter wheels up a small wagon of hors-d'œuvre, which leads you to stay on and on, probably for dinner. Or you might go to the Ambassador, a really fabulous hotel, if you stay in it long enough to get thoroughly acquainted. Being well out from the business centre of Los Angeles, it has large grounds and the sunshine for which

you came to California, but enough shops have been built in the blocks around it, so that you feel in the heart of things. Aside from the unsurpassable food in the dining-rooms, bedrooms you wouldn't mind living in (or a bungalow on the grounds, if you prefer), there are all sorts of sports equipment, a swimming pool, a patio where you can breakfast or lunch outdoors on warm days, the famous Coconut Grove, with dancing and a floor show among tall palm-trees, and a chic new cocktail lounge that every one is talking about.

### Another Town House

• The Town House is another smart place to stay in Los Angeles—not only for a short period, but for all winter. It's both central and quiet, and it has charming suites, our favourite being a living-room, bedroom, kitchen, dining-alcove, and bath, with most of the decoration in white with touches of Chinese-red.

### Fancy Foods



• Before getting too far away from the matter of food, you should be warned to beware of California tea-rooms. If any place else in the world has such terrifically feminine food, we haven't been there. An avocado salad ordered at one of them turned out to be a quaint mixture of avocado, tomatoes, pineapple, dates, cottage-cheese, ginger, mint jelly, nuts, lettuce, mayonnaise, and—well, maybe not marshmallows. And at another, a chicken sandwich—in addition to a few fancy touches inside—was spread on top with a thick coating of cream-cheese and topped off with artichoke hearts. Far better are the stands to which you drive, where a young woman in uniform comes out, takes your order, and brings it to you on a tray that she clamps to the window of your car.

### Shopping Made Easy

• Shops give most women travellers as much fun as the scenery does, whether they admit it or not. And Bullock's-Wilshire is a shop that justifies their enthusiasm. Even aside from the merchandise, the store itself is worth visiting as a thing of beauty, with its tall blue-green tower, its beautifully proportioned rooms, and its handsome decoration. But it's the service that this store offers that makes the exhausted New York woman sigh with envy. The motor-court alone is an achievement in time- and trouble-saving. Your car is parked for you (without charge) by a polite attendant and driven up to either door when you want it. You can order it as you finish your shopping on any floor, and, when you reach the door, there it is. And suppose you buy a dress, leave it to be altered, but need it next morning. Do you trek back into the store, fight your way into crowded elevators, hunt up the sales girl who waited on you, and wait and wait for your package? You do not. You drive into the



## VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 34)

motor-court, hand a ticket to the attendant, and, before you can powder your nose, he is back with the dress in its box. And that reminds us that most dresses are not delivered in boxes, but on hangers, neatly wrapped in tissue-paper, thus doing away with the need for a last-minute pressing. Nor is this all the special service at Bullock's-Wilshire; there is also the advisory system, by means of which you go into a fitting-room to try on a dress, and, while you are there, advisors bring all the accessories—and anything else you may want—for your inspection. You can even have lunch served—all of which saves a tremendous amount of time and gives you unprecedented privacy. We suspect that this idea was invented to accommodate the actresses whose presence caused such a stir whenever they came in that they couldn't get much done, but it's very nice for you and me, too.

## To Take Back Home



• A New Yorker going into Robinson's knows at once that if she lived in Los Angeles, she would do a lot of her shopping here. This shop has a smart and reliable look and reminds you of some of our best shops at home. You'd better go up to the gift floor and look at the Mexican shop and the California pottery. It should figure prominently on your gift list, since there are few more charming local products—and why take back something made in Czechoslovakia and sold in New York? There are breakfast-tray sets in gay colours—turquoise-blue, for instance, lined in white, or a sunshiny shade of yellow. And there are sturdy coffee jugs with wooden handles, which keep your coffee hot much longer than the usual pot, and coffee mugs to match. Specially nice are the enormous flat plates for salad or cold meats or hors-d'œuvre, made in dark blue, red-brown, and that burnt-orange that is so popular in California, but would be equally nice for meals served outdoors in the East. Much of this is Franciscan Pottery, made just outside of Los Angeles and charming in designs and colours. Pacific Clay Product makes some big, flat, decorated plates that are remarkably effective, and casseroles, ramekins, and bowls for soup that can be put in the oven. You will find all of these at Robinson's, and any number of pottery vases and bowls and other things besides. A refectory table in this department showed how effective this pottery could be. The decoration was all at one end—a great loop of orange rope, fringed at the ends, with a pile of colourful gourds inside it. The places were set at the other end—burnt-orange plates on orange-and-brown plaid peasant linen.

## Mexican Wares

• Nobody can go to California without wanting to take home some Mexican wares. After you've seen how

effective a pair of terra-cotta water-jugs or a row of turquoise-blue flower-pots looks in front of a low white Spanish house, you begin to plan to trim your own country place, forgetting momentarily that it's English Tudor or Dutch Colonial and that the effect will not be quite the same. However, there are plenty of Mexican things that are charming in any house, and you can find most of them in Little Old Mexico, a smart little shop in Hollywood. There is a good assortment of Mexican glass in the lovely blue that catches the sun so effectively, and there are brilliantly coloured baskets, embroideries in bright Mexican shades, Mexican tinware—very decorative—and a variety of painted furniture and interesting Mexican antiques.

## Made in California

• Another Los Angeles specialty—and one of the few things we ever saw that might console us for having to get out of bed—was a hand-made rug made by Century Fabrics. It was in rose and creamy-beige, with a modern design made by the hand-tufting, and it was soft and deep and supersmart. This company makes all sorts of interesting rugs, including the white ones in "Top Hat" and a soft dull blue one with wide hand-tied fringe, made for Adrian. Some of the rugs are of string, tufted to make them soft, and there are others in dark blue and white with cord trimmings and nautical designs that would be exactly right in a boy's room or a bar. Bullock's, Barker Brothers, and various decorators have these rugs in Los Angeles, and we can't imagine why shops in other cities don't have them, too.

## Glass of Fashion



• If you're looking for something really beautiful to take home, you should see the glass made by Dorothy Thorpe and sold by Bullock's-Wilshire in Los Angeles and Gump's in San Francisco. Most of it is very heavy, very smart in design, and very modern in decoration. We liked especially the big oval platters for salads and the deep glass bowls. There are all types of plates, too, and every conceivable kind of glass, many of them monogrammed. One lovely set of plates and glasses had silver stars and looked enchanting on an organdie table-cloth.

## Glass and Glamour

• Crystalite is another type of charming California glass, with hand-carved designs giving a frosted effect. There are deep salad bowls in nests of four, banded with wide frosted stripes; smart glass cocktail trays; glass waste-baskets (strong and easily washed); and flat dishes that would be lovely in the centre of the table, filled with floating flowers. (Continued on page 106)

*Rose Amado* INC.

Illusive black chiffon with colorful corsage \$110.

485 MADISON AVE. at 52nd St. NEW YORK

Jewels, Flato

Photo, Wynn Richards

BLACK CHIFFON AFTERNOON DRESS

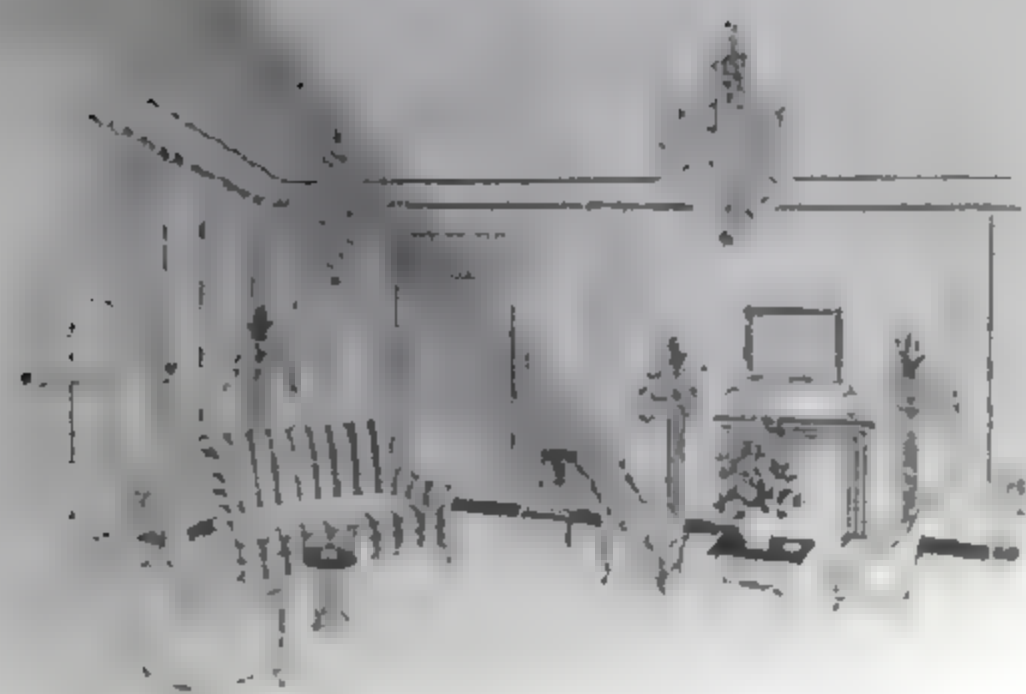
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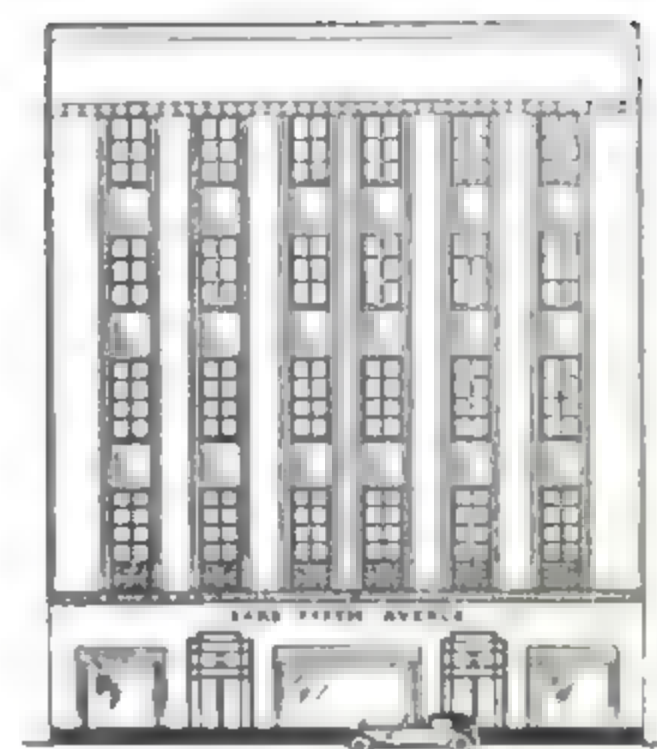


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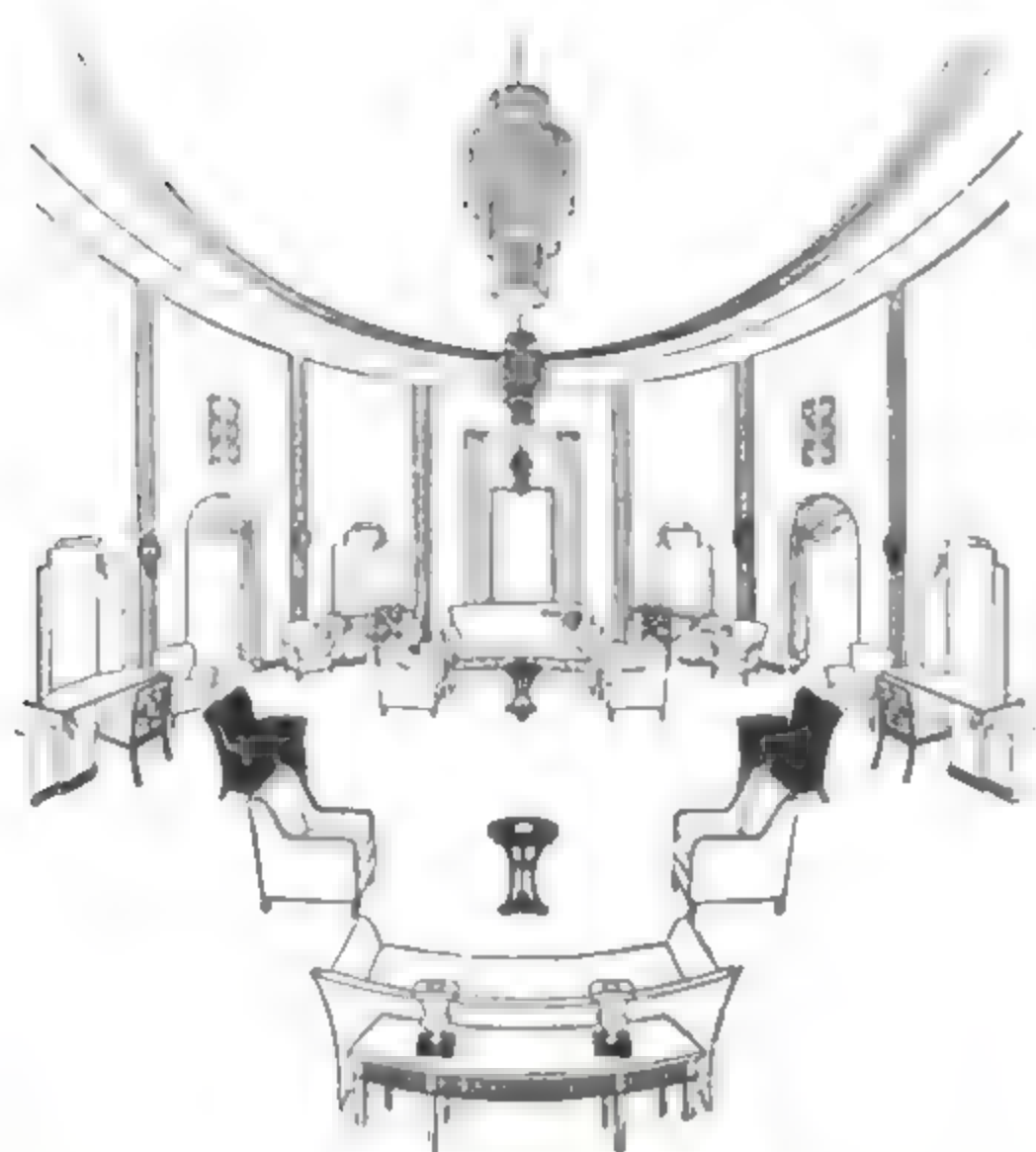
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# VOGUE

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FOR THE CURRENT COVER—AND HIS FORECAST OF SPRING—BÉRARD TAKES UP HIS TRENCH-ANT BRUSH AND PAINTS. INDIVIDUALITY IS HIS MOTIF: A STOVEPIPE HAT OF PURPLE FELT THAT BURSTS INTO LEAF UP AND DOWN THE CROWN INSTEAD OF AROUND IT. FOR A SCARF, A RUFF OUT OF THE SIXTEENTH CENTURY; YET UNCANNILY MODERN. JEAN KING WILL MAKE HATS OF THIS GENRE, AND HAS RUFFS, TOO

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH  
ELIZABETH W. PENROSE-EDITOR OF BRITISH VOGUE-MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE  
EDNA WOOLMAN CHASE-EDITOR-IN-CHIEF OF THE THREE VOGUES

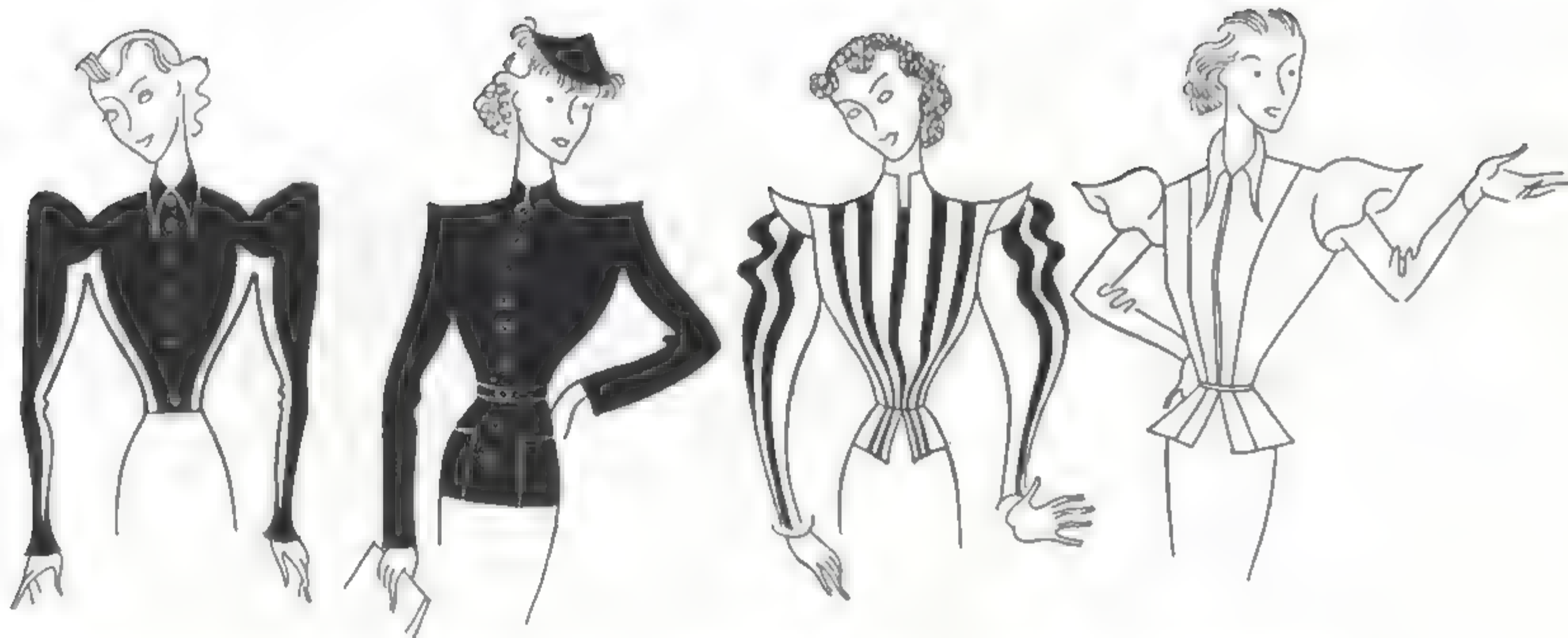


# BELLIODGIA



## PARFUM DE CARON





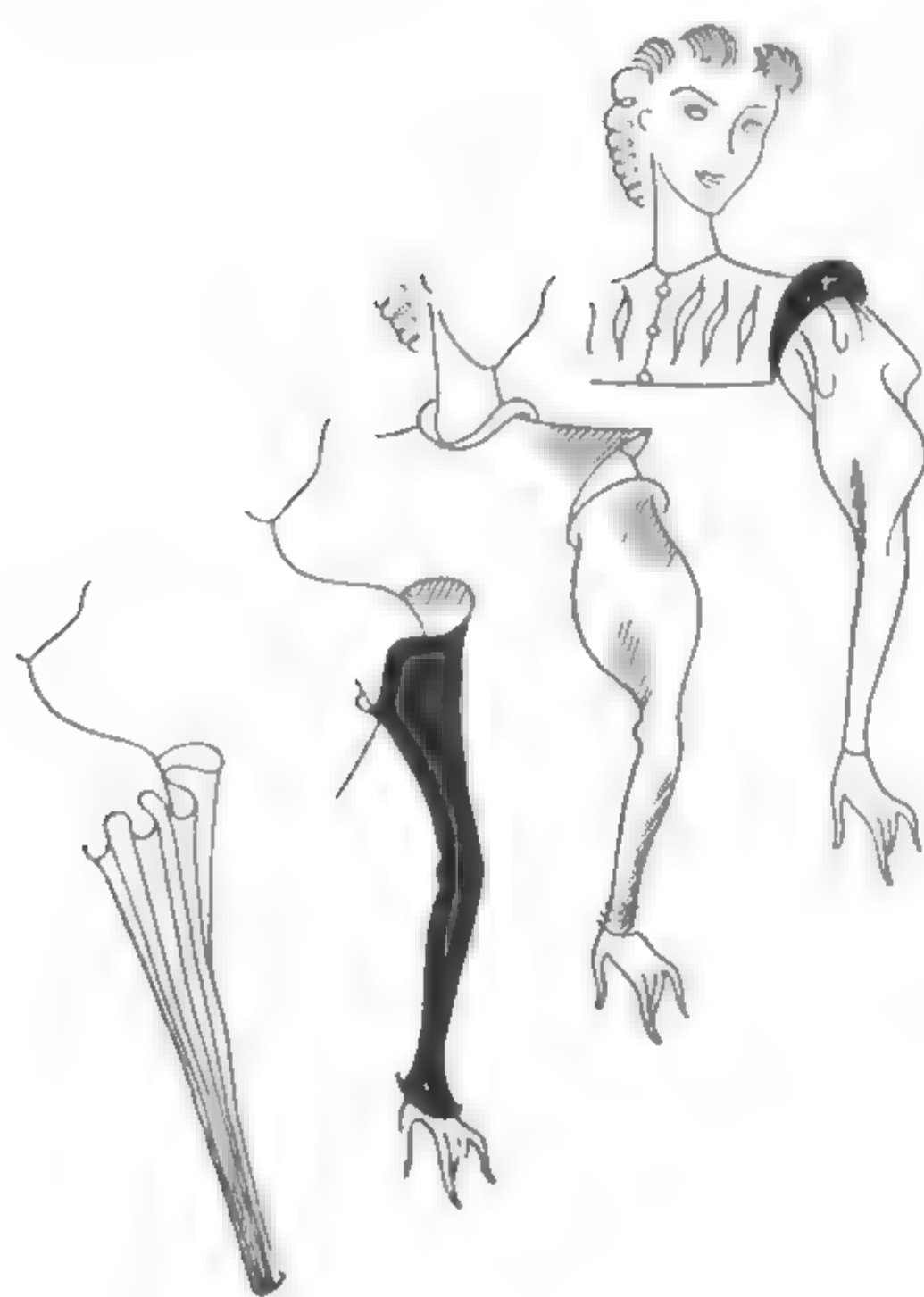
Paris is convinced that Bérard's costumes for "Margot" will leave an indelible mark on your spring clothes. And one prophetic point is jackets—little ones with wasp waists, some with stripes and contrasting colours under the arms, all with fantastic sleeves

Point number two is head-things: precarious birds pointing down the brow, vivid lyres fastened at the back of the head, drop jewels cascading from a widow's peak of gems, frivolous tri-cornes and tiny crowns, floral arabesques—all down-pointing

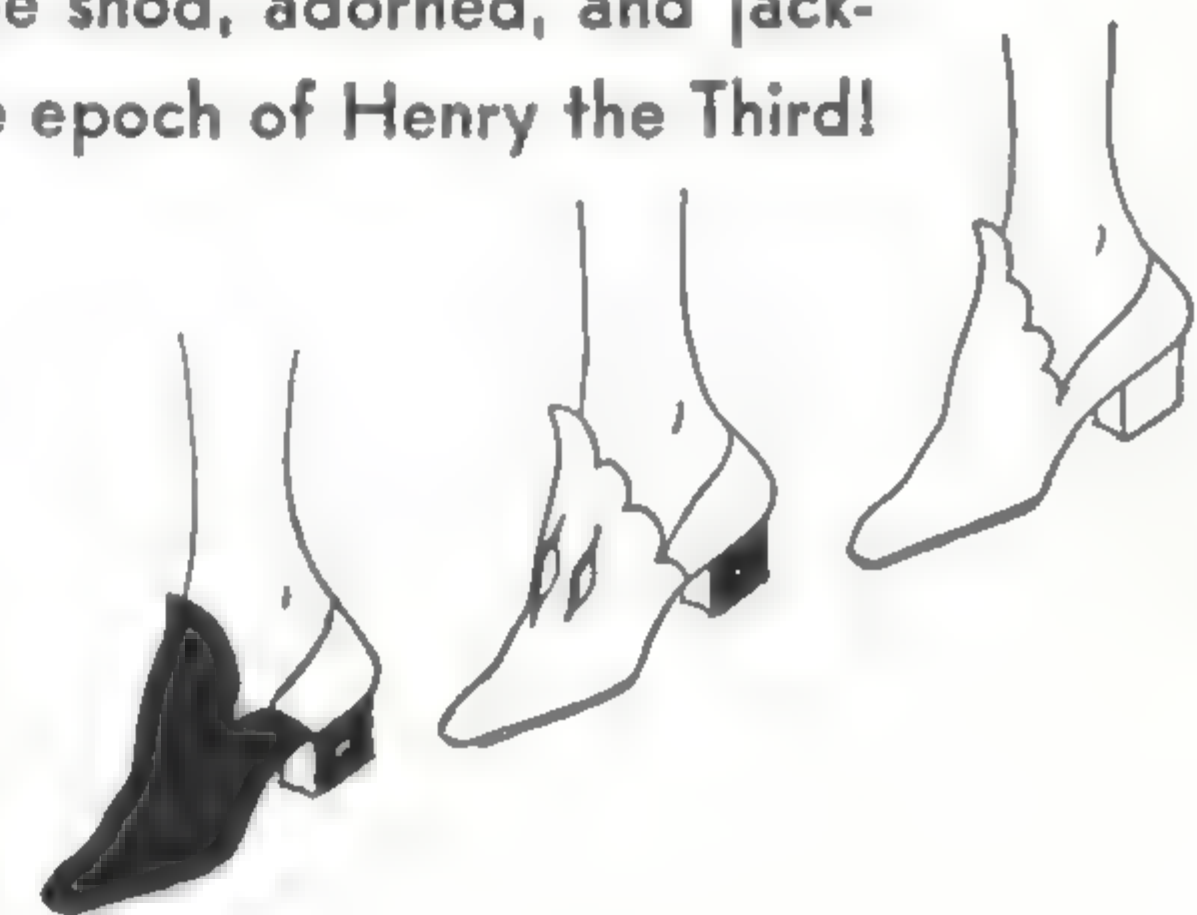
Then, capes and top-coats—that flare to the finger-tips and have contrasting linings; capes that smart women will button down both sides or back instead of in front. Coats that almost exceed the dresses in their imaginative flair of colour, line, and detail



Sleeves, fourth—like closed umbrellas or calla-lilies; sleeves with padded rolls, epaulets, slashes, and every other expediency imaginable to make them wide and handsome at the shoulders. Sleeves that are bold and decorative units instead of mere coverings



Finally, shoes—that remain flat and blunt-toed, that come up high on the instep like a pantoufle, with contrasting colours or cut-out work. Thus, they insist in Paris, may you be shod, adorned, and jacketed this spring—thanks to Bérard and the epoch of Henry the Third!



vogue's-eye view of the mode





HORST

SUZY PUTS A HENRI III. RUFF ON A BLACK MILAN CROWN (BERGDORF GOODMAN) • DIAMOND FEATHERS AND BRACELET FROM PAUL FLATO



# YOU'LL WANT TO LOOK....

**BOLD-SHOULDERED AND WASP-WAISTED.** All right, square your shoulders. March into the fresh winds like a bully, on conquest bent. You'll have to, anyway, in the new clothes. The shoulders roll and shirr and fold and jut into aggression. Inevitably, they jerk the eye downwards to a waspish waist.

A waspish waist, taut, tight, and self-contained. Or, rather, contained by the pressure of swathed sashes (remember the toreador, Paul Haakon, being twirled into his flaming sash in "At Home Abroad"?), by outrageous belts, cummerbunds, waistcoats, and your own pride. A small, uncompromising waist overhung by a bolero. Below that, freedom. A shorter skirt, flippant for spring, swinging easily against your legs as you walk. A gentle protestation to the firmness above it.

**CHIN DEEP IN A RUFF.** Bury that pert and impertinent chin of yours in the frothy anachronism of a ruff. Play Queen Margot to delight the dressmakers and your own childish love of theatrics. A ruff can be foolish as a clown's—a frill of white organdie, edged in red, that foams up almost to your ears; erratic as a spoiled princeling—a jagged piqué chou-chou surging around the neck; conservative as a nun—a smooth flare of piqué.

Even the revers of your suit or coat may ape this ruffianism (excuse us), as do those keen revers of taffeta—printed with Duco paint—on the suit on page 43. And certainly it's your womanly duty to take the manly edge off your tailored suit by wearing a frothy necked blouse of lawn or muslin or eyelet embroidery or lace, always the essence of delicacy.

**TAILORED WITH RESERVATIONS.** Clinging or no, you'll spend half your waking hours in a suit. Perhaps a tailored one, but never so relentlessly mannish as to confuse you with your brother. Perhaps a bolero suit (see page 45), with conquistador shoulders, flaring revers, and, again, that diminution of your waist. Even for twilight, even for dinner-softness, you'll cling to suits—an afternoon suit of satin broadcloth, rustling taffeta, or alpaca, an evening suit of taffeta or heavy crêpe.

If it's a coat, you'll want to button it, trim and prim, straight down the front, with a collar flaring around the neck. Or a redingote showing a bright flash of your printed dress down the front. And there'll be many a coat-dress that your public will swear is a redingote—so deftly deceptive is its design. And why not deceive your public?



VAGUELY CHINESE. Fear not, there'll be neither serpents writhing on your silks nor golden pagodas bobbling on your head. It is merely that a certain wind has passed over the Chinese Exhibition in London on its way to Paris, bearing with it a fragrance as subtle and restrained as the palest China tea.

Therefore, prepare sometime for a small, neat, upstanding collar faced with piqué. For a straight loose sleeve, perhaps, reminiscent of prayerful hands. Prepare at night for a slim shift of a dress, almost as Greek as Chinese. Or for a tunic. Or, for day, some printed silk showing in its pattern the fine precision of an ancient Chinese hand.

LIGHT-HEADED AND FANCIFUL. . . in one little hat out of "Margot." Look at the costumes of that play and imagine the milliner's holiday: Henri III. puffy crowned felts; courtier's cap with thrusting feather; Medici coif dipping over your brow; Yvonne Printemps' big, rolling felt; Suzy's ruff brim . . . see our frontispiece.

You'll have one hat trimmed like your grandmother's. Flowers spang in front. (See page 44.) "Hops" or violets of piqué. Shiny flowers. Feathers at crazy angles on Talbot plaques. Veils, anywhere. New straws: *Réglisse*, named for French licorice sticks. Cellophane. Farmer's straw from Reboux. If all this sounds too new, Breton of milan to console you.

UNAFRAID OF COLOUR. Dip your restless hands in colour—in pastel gloves: violet or raspberry or rust with an apricot bloom or grey-blue or sulphur-yellow. Wear colour in your hat. Bind your neck in bright scarfs; flaunt your lapel with flowers. You'll never spurn the peerlessness of black, but you'll lift it with purple, cerise, bright blue, yellow, rose-red, orchid, emerald-green, oatmeal colour, or white.

You'll dare to put any colour, or any two colours, on a grey or blue-grey suit. You'll find tobacco-brown a new colour. Navy-blue—America's spring perennial—will edge towards purple this year, giving you a wonderful field to indulge your audacity in contrasts.

AS YOU PLEASE, AT NIGHT. Scorn any precepts or regimentation. Your manner's your own, your mode can be any of these: Definite, in a taffeta dinner-suit or austere printed satin dress. Grand, in a pole-slim Chinese or Grecian shift. Dramatic, in stiff, wasp-waisted gowns that stem from Margot. Fresh, in crisp net. Ephemeral, in floating layers of chiffon.

The wickedest trick you can do is to cover arms and throat with one layer of gauzy chiffon, over the nakedness of a low-cut slip. And, now, to cloak yourself? Any of these: fitted jackets, a three-quarters taffeta coat jutting over your dinner-suit; and capes—stiff ones, waist-long or hip-long, or trailing chiffon ones that are part of the gown.





HORST

BOLD SHOULDERS AND DUCO-PRINTED TAFFETA REVERS ON A BLUE WOOL SUIT. MOLYNEUX'S BOXY STRAW HAT (BOTH FROM BENDEL)





SUIT AND AGNÈS HAT FROM SAKS-FIFTH AVENUE, NEW YORK AND CHICAGO

HORST





SUIT AND HAT FROM JAY-THORPE

- Above: bolero over taut midriff, on a navy-blue wool suit. With it, a white piqué blouse tied with a big blithe bow, blue straw hat, blue-and-white doeskin gloves
- Left: wasp-waist, Amazon shoulders on a black-and-white taffeta suit. Spang in front of Agnès' satin hat, phenomenal white piqué violets. Jewels, Udall and Ballou





- Chiffon, like living flame, left. A gathered bodice flows into a wasp-waist twice trussed with sapphire beads. Hattie Carnegie; I. Magnin
- Right: moulded façade, cascading back—newest of outlines—on a black jersey dress of DuPont Rayon; Saks-Fifth Avenue, New York, Chicago





- An Eton jacket, devastating in sheer white embroidered muslin, flips over a black silk crêpe sheath girded with scarlet; from Jay-Thorpe
- Next, white flakes swirling through black net for a dinner-dress. A flyaway ruff and puffed shoulders to frame the face. Bergdorf Goodman





CECIL BEATON







## FOR THE LACE BALL

- Three entrants designed for that festival of froth that will whirl through the Waldorf-Astoria the night of February 11, in the excellent interests of the Children's Village
- Above: Lelong's black lace redingote, de Medici collared, on Princess Nathalie Paley. At Jay-Thorpe, after the ball
- Upper left: Chanel's blue lace, on Comtesse de Contades. After the ball at Saks-Fifth Avenue, New York, Chicago
- Left: Maggy Rouff's white cotton lace suit with melon sleeves out of "Margot." Madame Laubeuf wears this









## LO, THE SIMPLE PEASANT

Poets, out of a sort of benign innocence, are apt to invest all pastoral folk—peasants, gardeners, fishermen, et cetera—with a simplicity quite foreign to them. Nothing could be more complicated than certain peasant rites and codes. And as for their clothes! We defy you to find more elaborate finery than these Brunswick peasants wear at their harvest festival in North Germany. Satin, lace, gold, pearls, feathers, sequins. Simple, indeed!





Two appraising—and approving—gazes fixed on a suit designed by Bergdorf Goodman: an oatmeal coloured tweed jacket, flipping sharply out behind, black tweed skirt, and black-and-white printed silk blouse. Both onlookers' felt hats are from Bergdorf Goodman: the first, their own design; second, an Agnès beret






White stripes on grey flannel—a trim suit that Stein and Blaine design and tailor like a man's. The grey wool custom-made suit, centre, is straight from Milgrim's designer. So is the felt hat. From Milgrim's own workroom, too, is the third outfit: a mannish blue felt and speckled tweed suit









- You won't run into this dinner-suit at every turn—it is an original design of the Salon Moderne at Saks-Fifth Avenue. A black crêpe and ermine jacket, high-climbing skirt, white crêpe bodice, and a feather visor to cap the climax

- (Opposite) From Hattie Carnegie's creative hands comes that grey crêpe outfit with a dual personality. For dinner, wear the jacket and dress, topped with the fox-edged cape. For big evenings, omit the jacket and increase the formality





LANDSHOFF

All Paris is lauding these costumes for the Bourdet play, "Margot." Not only lauding—but predicting they will influence tremendously our spring clothes. Bérard designed all the costumes, Lanvin executed those of Yvonne Printemps, Karinska those of the rest of the cast. Make a mental note (above) of the ruff, wasp-waist, and V inserts on that Karinska dress; and (right) of the saucer collars on her broadcloth capes. (Opposite) Take in the Scotch caps, cut-outs, and puffed sleeves on Mary Stuart and her husband; the shoulders of the Duc de Guise; and the wedding-dress worn by Yvonne Printemps. (More on page 96)





"MARGOT"







These colours for the costumes in Bourdet's play could have come only from a painter's palette—so madly right are they. Bérard, our artist who made these sketches, had master couturiers execute the costumes: Lanvin, those on this page; Karinska, those opposite.

Behold the colour-hits that may decide the future: the green cockade on the coachman hat above; the lemon-leaf green of Yvonne Printemps' day costume, left, with its blue gloves; and the page's purple, cerise, and red.

Opposite: the red broadcloth cape and green feather lyre; the violet taffeta coat on the lady farthest right, worn over red and black; the rust half-moons on the shoulders of the seated lady; everything!









MRS. FRANK L. CROCKER



MRS. POWER SANDS

CECIL BEATON





MRS. GEORGE H. BOSTWICK



MRS. COURTLANDT BARNES, JUNIOR

## GOOD-LOOKING AMERICANS

They say you can recognize Frenchwomen by their eyes and Englishwomen by their complexions. But Americans are distinguished not so much by any one quality as by a vital coordination of all. Herewith four who uphold the reputation: Mrs. Frank L. Crocker, of New York and Narragansett; Mrs. Power Sands, a Virginian beauty who has lately been living in London; Mrs. George H. Bostwick, daughter of Mr. and Mrs. James Curtis and wife of the well-known gentleman jockey who rode his own horse in the Grand National; and Mrs. Courtlandt Barnes, junior, who was Miss Katrina McCormick before her marriage. She is the daughter of Mrs. Albert Gallatin Simms, of Washington









- Buccaneer bravado over coffee at Larue's. Above, Agnès filches a pirate's silk bandanna to pinion a felt beret (from Bendel). Worn with this, Lelong's wool dress, with a cape tossed over one shoulder
- Left, Suzy's felt corsair hat: high-riding, certain of conquest (Bendel). And Creed's woollen suit





# CANAL

TIME is elastic. Sixteen days can stretch out endlessly or shrink to a mere flick of fate. Or sixteen days can become a complete little cycle, a perfect length of time between one morning when your every-day life stops abruptly on a pier in New York, and another morning when it begins again on a dock in San Pedro or San Francisco. Between the two, you will have looked at an alluring, unfamiliar world.

You should sail—if you go in midwinter or early spring—with plenty of cool sports clothes, at least two bathing-suits and a really enveloping beach robe, a variety of evening clothes, and exactly the kind of clothes you wear in the spring in New York, to put on when you land. (The middle ten days will be hotter than any one told you, and California will be colder than you expected.) And you will land with a fine coat of tan, a lot of new health, and a little gallery of pictures that will flash into your mind whenever any one says “Panama” or “Cartagena,” “Mazatlán” or any of a dozen other words that were once only names in an atlas.

One of the pictures will be of a shining sun-deck and a blue pool and a sun that toasts you deliciously. You will be lying on a mattress listening to a bronzed fellow traveller tell incredible tales of mining in Salvador or prospecting in Colombia. Now and then, you will sit up reluctantly to eat iced fruit, or look at a school of flying-fish, a green island in the Caribbean, or the beige-and-brown mountains that rim the coast-line along the blue Pacific.

One picture will be of Barranquilla, which you got to on a funny little train, with cars like the Toonerville Trolley, that steamed out of Puerto Colombia on the coast and along a track that wound through a maze of tropical







# CRUISE

BY MARJORIE HILLIS

greens and flaming blossoms, as vivid and unreal as any stage set. There were burros on the road; and rows of buzzards drying their wings, motionless as bronzed statues, on the thatched roofs; and native houses looking cool under the tall palm-trees, with water gleaming blue beyond and brown-skinned babies spilling out of every door.

This picture of Barranquilla is strange and foreign, beautiful and sinister, fascinating and repellent, like all Spanish-American cities. There are the streets of low, plastered houses, white, blue, yellow, and that lovely beige-pink that you see everywhere in the tropics, some in gardens that are a tangle of flowing bougainvillea and jasmin and hibiscus and allamanda and a dozen other vines and shrubs the names of which you ask and then forget. There are the narrow streets of shops like open-faced stalls (without much that you want to buy); and the teeming market-place with meats and fish and a riot of brilliant fruits and vegetables elbowing native pottery and leathers and baskets; and streets of poorer houses, where most of the family life seems to be lived around the front door and privacy is an undiscovered luxury. And there are the huge churches that are touching in their comparative poverty, with their sweet little shrines and lovely altars made bright with tin and paper flowers. And the handsome hotel in one of the suburbs, where you drink a mixture of gin and coconut water (not yet turned to coconut milk) that surprises you by being so good. And finally, the drive back to the ship through a twilight that turned suddenly to darkness, with palms making unfamiliar patterns against the sky and the lights of the car showing half-clothed children waiting to wave, and perhaps get some pennies, along the shadowy roadside.

Still another picture will be of a deck after dark, and you, wrapped in your beach robe after a swim, having dinner beside the pool with a group of people who look infinitely more attractive than the bundled-up travellers who sailed with you. An obliging steward has put tables together and brought trays and trays of food, and you watch the moon making a path across the Caribbean, while the lights of Puerto Colombia fade away and the shore of South America stretches black along the horizon.

When any one says "Cartagena" to you, you will see a very old wall around a very tropical city, and an ornate wooden arena where bull-fights are held—so old and Spanish looking that you can picture it filled with ladies in mantillas and South American men. It comes to life, like a scene out of Hemingway, when the one-legged gatekeeper, once a bull-fighter himself, takes you through the corrals and shows you his own room, its wall plastered with crude coloured magazine pictures of famous fights and fighters. And there is the fort on a palm-fringed point that juts into the bay—which you don't want to see, but see anyway, because your guide won't let you skip any of the sights in his remarkable city. (He calls it Carta-hay-na.) Crowds of dark-skinned children swarm around you whenever your car slows up, offering flowers and post-cards and gourds for sale and shaming you by giving you a great yellow flower with fluted petals when you don't buy. At the Poppa Club, they dance in the doorway while you lunch in the patio and an orchestra plays lustily in one corner. One side of the patio is a mass of flaming bougainvillea; the other, a building in a Colombian version of our most elaborate mid-McKinley style; and (Continued on page 91)







BRUEHL-BOURGES PHOTOS

**P**rimavera: Miss Mary Taylor, star of "Soak the Rich," in bouffant organza the blue of spring skies, with a flower-wreathed bodice. An original design from Bergdorf Goodman. Starsapphires and diamonds from Trabert and Hoeffler





CONDE NAST ENGRAVINGS

Late winter drama: a deftly draped bodice and a Hamlet mantle, full and flowing, over a tube-like skirt. All of heavy crêpe. From Bonwit Teller; Ransohoffs. Jewels; Olga Tritt. Coiffure by Charles of the Ritz. Chair; James Pendleton



# SMOOTH



*Hair straight back;  
caught under a ruffled  
black tulle cap perched  
snack on the back of  
the head; Madame Pauline*



*Hair flat at sides—  
as Schaeffer does it—and netted  
with a turquoise beaded  
fillet (Bonwit Teller)*



*Halo of Grecian curls  
by Emile of the Barbizon,  
sheltering rhinestone  
combs (Saks-Fifth Avenue)*







*Rollled-off-the-forehead by Michael of the Waldorf. Bright pins (Saks-Fifth Avenue) or feather posies (Bonwit Teller)*



*Lacquered pompadours like a shining crest—a new coiffure by Schaeffer*



*A triumph of cutting by Michael of the Waldorf with ends in a black wood snood (Bonwit Teller)*

Off-the-forehead, off-the-ears—hair infallibly neat and smooth. No set waves; curls used only to emphasize a line. Little nets by day and night, dizzy flowers, bright pins that really hold the hair in place—these are the points that make the smart heads of 1936 look new. You can only get the high front-roll effect that you see here when your top hair is cut very short, and the cutting must be done by a master.





Ruffle on ruffle of tulle, delicate morning-glory blue, swirls in widening tiers from the hips. It's an original design by Bendel. Muffling your neck or slung over one shoulder, a ruffled tulle boa; in your hair, pink and blue ostrich tips





Crêpe shaft—with stalactites of coral beads fastening the neck, a mantle of coral crêpe flowing from shoulders to floor; Bonwit Teller. Right: Chiffon sheath—shirred on hem and full-shouldered bolero; Rose Amado; I. Magnin



# PAY PARTY AT THE ST. REGIS



COUNTESS DI ZOPPOLA, MRS. HARRISON WILLIAMS, MRS. ROBERT H. MCADOO, MISS JANE SANFORD



MR. WILLIAM RHINELANDER STEWART, MRS. GILBERT MILLER



THE BAND STRIKES UP FOR MISS MAXWELL'S NIGHT-CLUB DÉBUT



MRS. WILLIAM S. PALEY, DR. RUDOLF KOMMER

MISS BEA PATTERSON, MR. FULTON CUTTING, MRS. HAROLD TALBOTT





# ELSA MAXWELL'S-AT VERSAILLES











## VOGUE'S SPOT-LIGHT

Give thanks for one thing in the theatre: the evolution of the Child Actor. You remember what the words "child actor" used to conjure up to you. You remember how you squirmed at the mincing, plump ways, the tumbling curls, the piping affectation of these unfortunate infants thrust under spot-lights. You can still see their like in casting offices for stage and screen. Shepherded and fussed over by avid, powdered mothers (whom they fatally resemble), they have neither the innocence of their age nor the maturity of their manners. They are pathetic products of falsity.

They are all the more pathetic because there is no place for them in the modern world. We have seen in the last years what child actors can be. We have been infinitely moved by the wan small faces in "La Maternelle," by the sensitive and compassionate performances of such boys as Frankie Thomas (of "Remember the Day") and Freddie Bartholomew. All these children manage, amazingly, to have a mature conception of their parts without ever losing the directness and candour of their youth. They are not "little men" or "little women." They are intelligent young actors. So, in a quite different way, are those extraordinary urchins in "Dead End." They are such good actors that they appear not to be acting at all. They are utterly themselves: refreshing phenomena exclusive to the 1930's. Ten years ago they did not exist. You could have seen fifty plays without one natural child-player.

So much for the children on the professional stage. But there is even more cause for rejoicing in a venture like the King-Coit School, where acting is taught not for profit or profession, but as a means to joy and intelligence. The forty-odd children—from four to twelve—at this little school in the East Forties are the offspring of architects, writers, painters, publishers, and those (Continued on page 98)

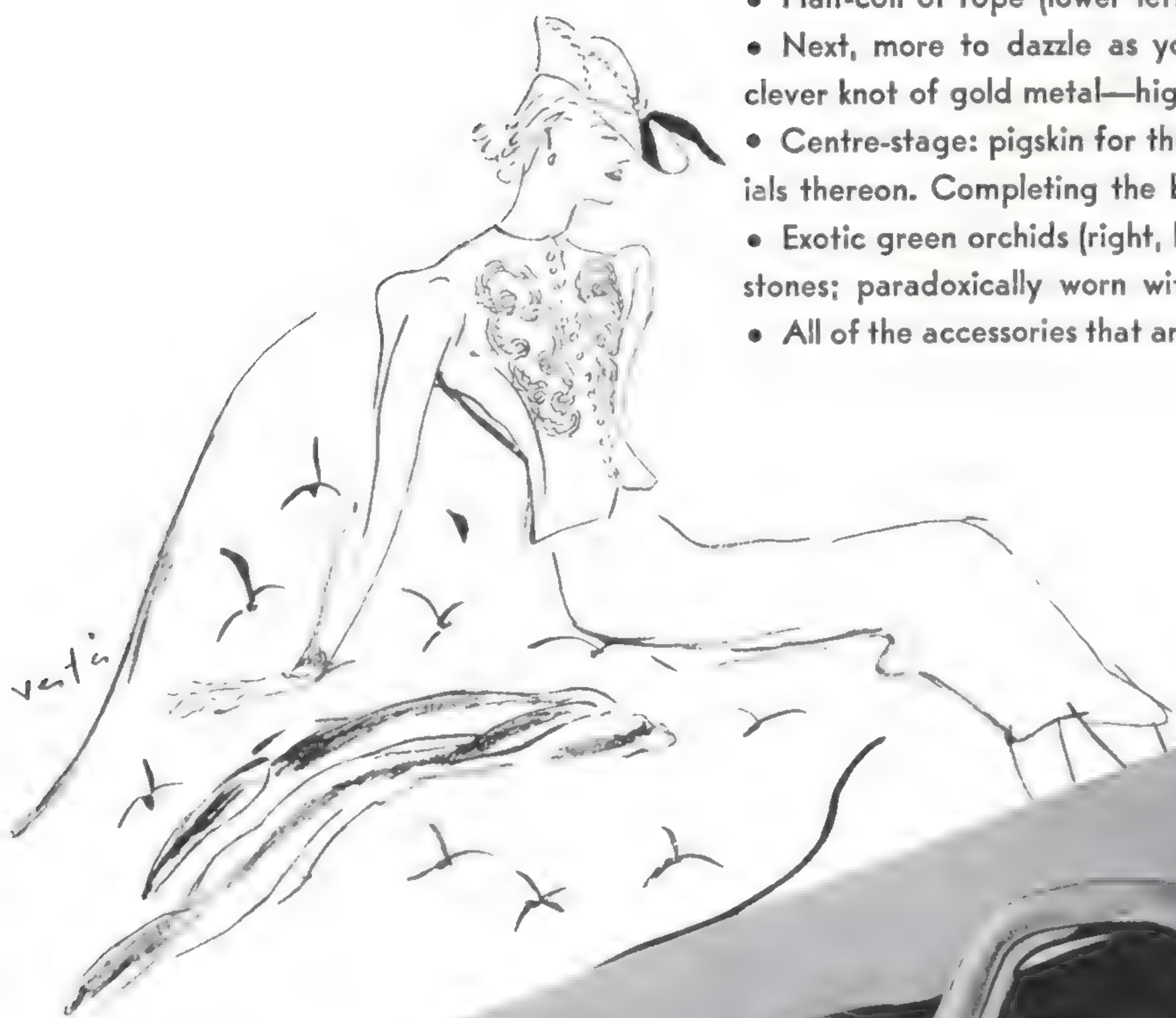
BY MARYA MANNES



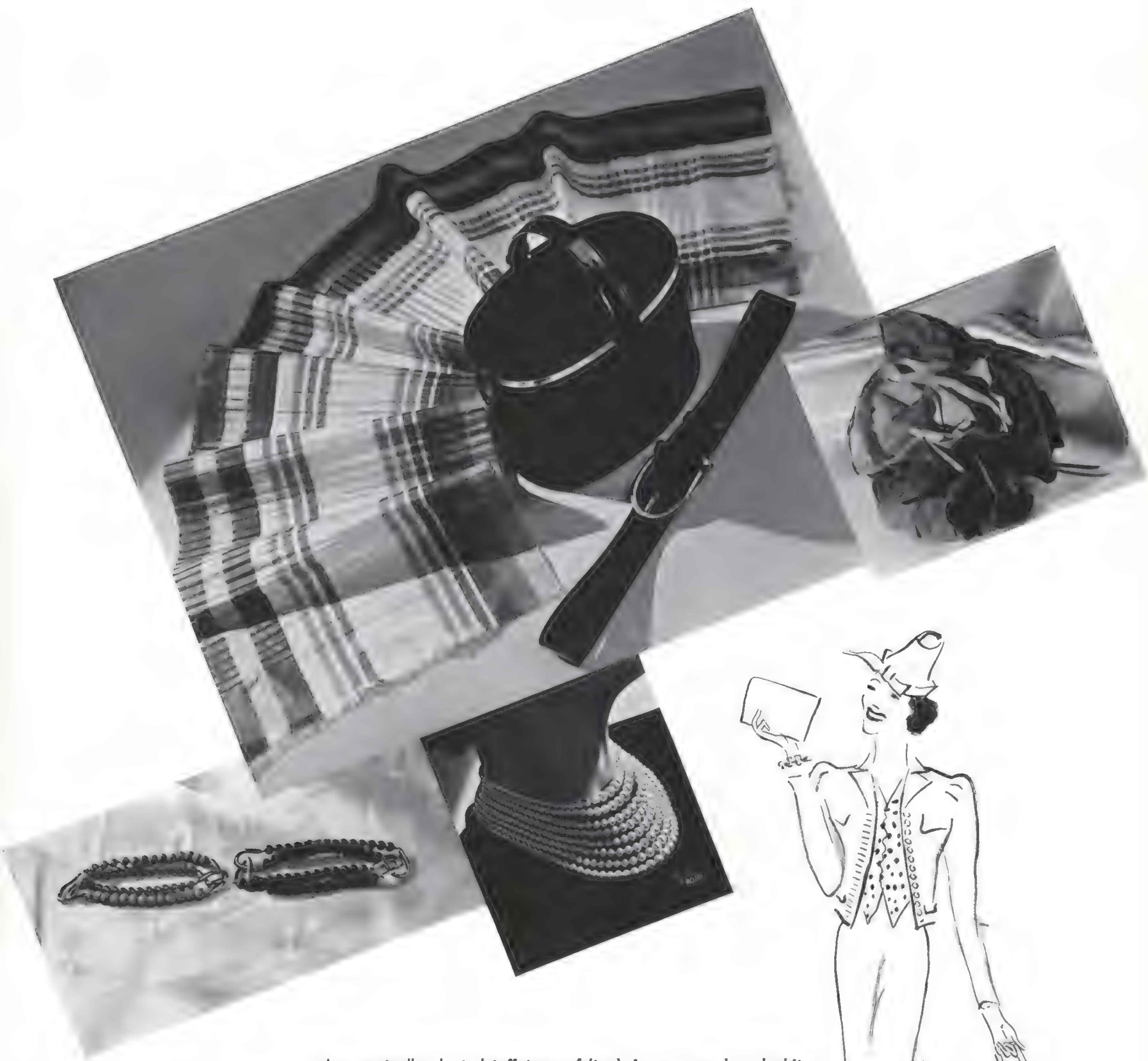
REMIE LOHSE



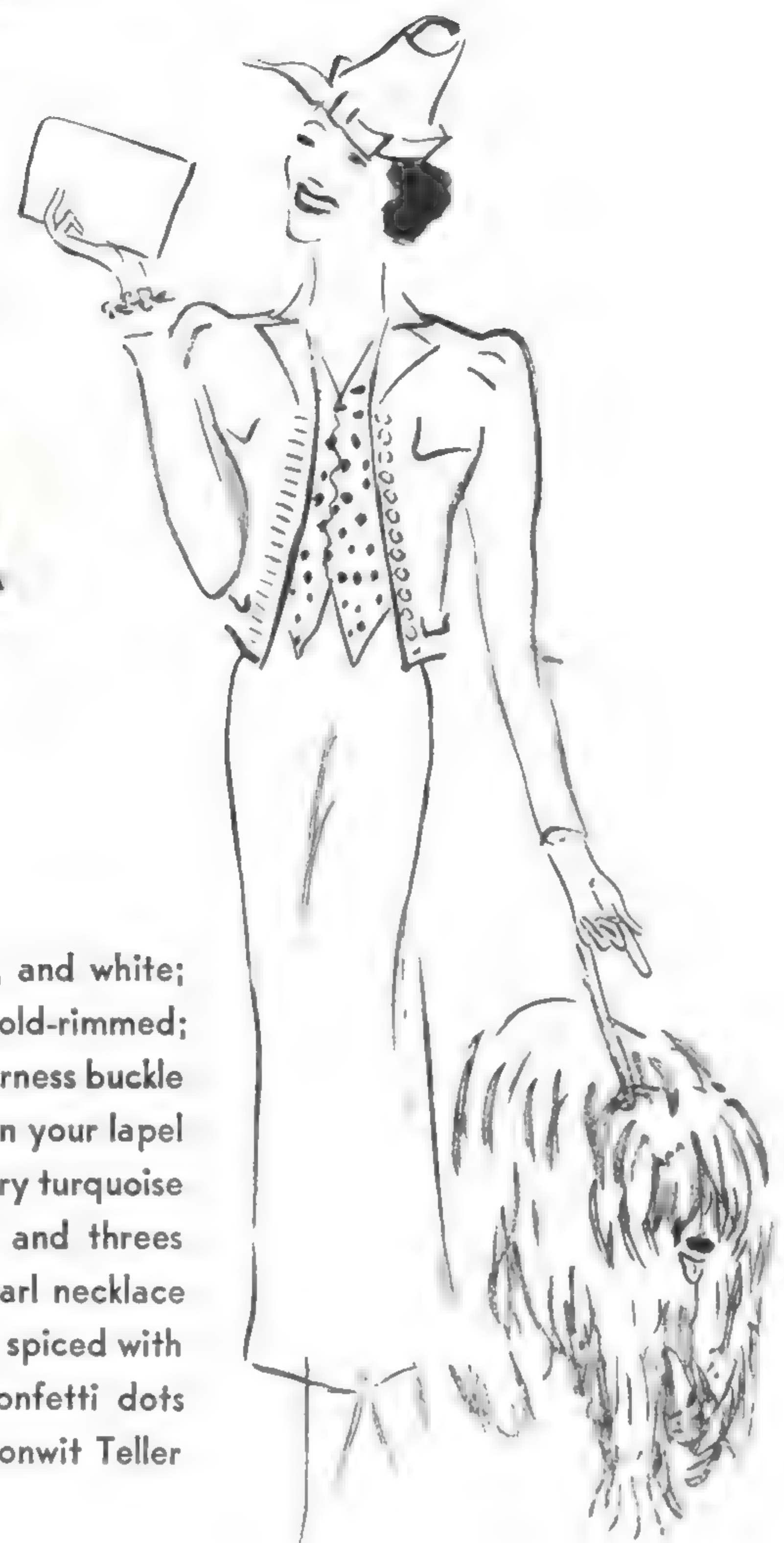
- A bandmaster blouse of white satin (left). Pompous scrolls of fluted white velvet up and down the front. And a flighty felt hat aloft
- Half-coil of rope (lower left), gilded to gleam like gold, on the wrist
- Next, more to dazzle as you nibble your Melba toast: a fiendishly clever knot of gold metal—high on the wrist in the new way of bracelets
- Centre-stage: pigskin for the gloves, the bag, and the Monocraft initials thereon. Completing the bracer, a wool square, Chinese in colours
- Exotic green orchids (right, below), clutched with a bow-knot of rhinestones; paradoxically worn with a sporting waistcoat and Ascot scarf
- All of the accessories that are shown on this page are from Jay-Thorpe







- A perpetually pleated taffeta scarf (top), in green, red, and white; collar-box bag of calf and patent leather, coal-black, gold-rimmed; and a black patent leather belt, hitched with a gold metal harness buckle
- Upper right: super camellia in wine, red, and pink, high on your lapel
- Directly above, left: two tones of beads for a bracelet—try turquoise and coral—with trick fastenings. Specially good by twos and threes
- Next: with your daytime suit, Richelieu's eight-strand pearl necklace
- Right: a short jacket suit made of soft hairy wool in black; spiced with a black tie silk vest caught in a shower of bright red confetti dots
- All of the accessories and the suit on this page from Bonwit Teller







ANTON BRUEHL

VOGUE'S FINDS OF THE FORTNIGHT





• Here they are—the five types of suits we believe will lead the parade for spring, 1936

• (Opposite page) Reefer suit, of Glencairn-type plaid, with its coat mimicking a man's Chesterfield—high-notched lapels and all. From Altman; \$50

• (Opposite, second) Checked jacket, plain skirt—both of wool. The jacket has sporting blood in the generous checks and padded shoulders. Best; \$40

• (Above) Classic tailored suit made of Forstmann's menswear or of twill. The jacket buttons high, as Creed does it. Bonwit Teller; \$45

• Tyrolian trend (top) in a suit of Chatham tweed. Gingham lines the jacket; metal coins button it. Lord and Taylor; \$40

• Dressmaker suit (right) of Forstmann wool. The cape is of puffed Lastex wool, silk-lined. The dress zips down the side and front. From Milgrim; \$85

• For a list of the shops in other cities, turn to page 116





# first lasts

## sidewalks

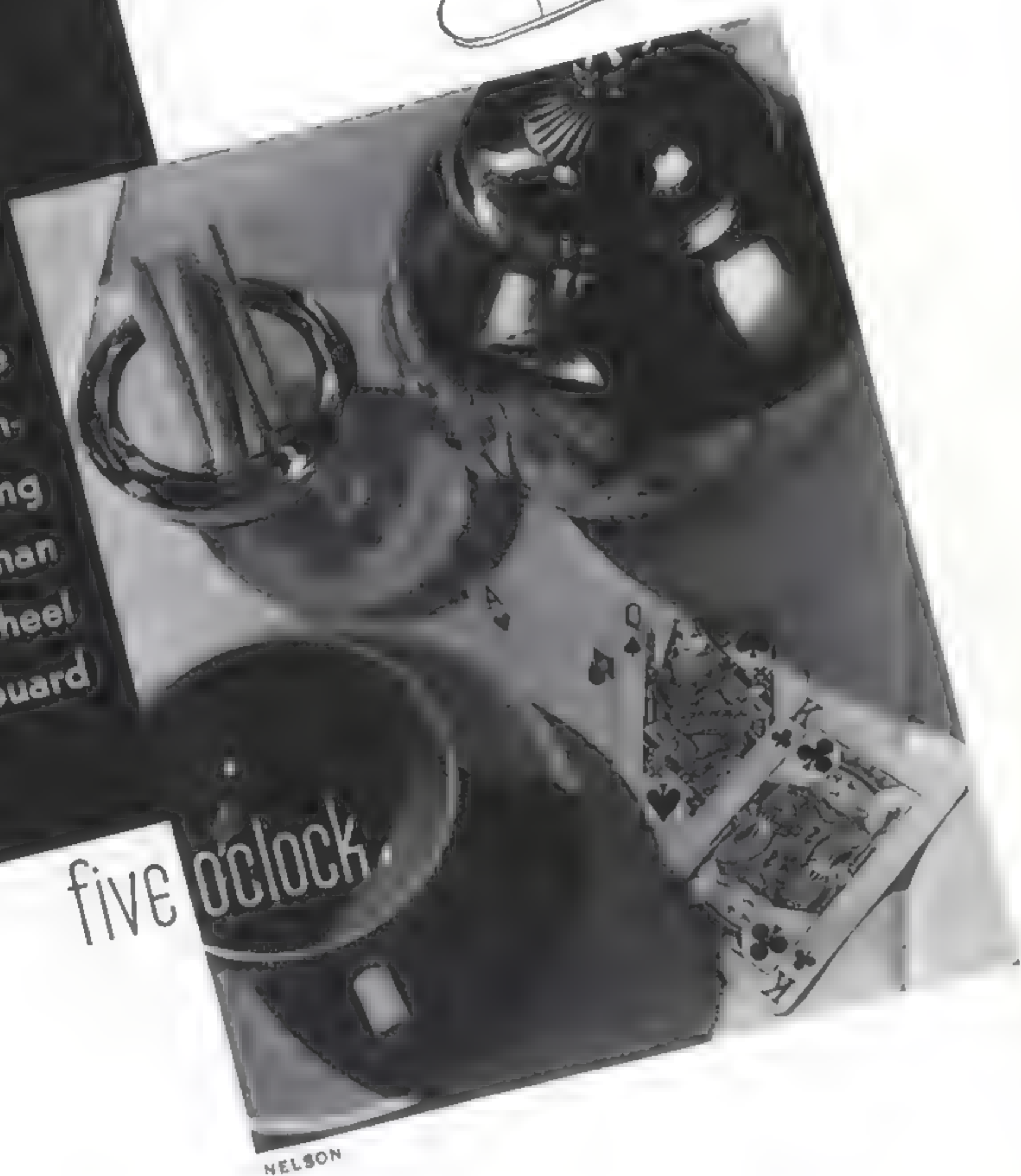
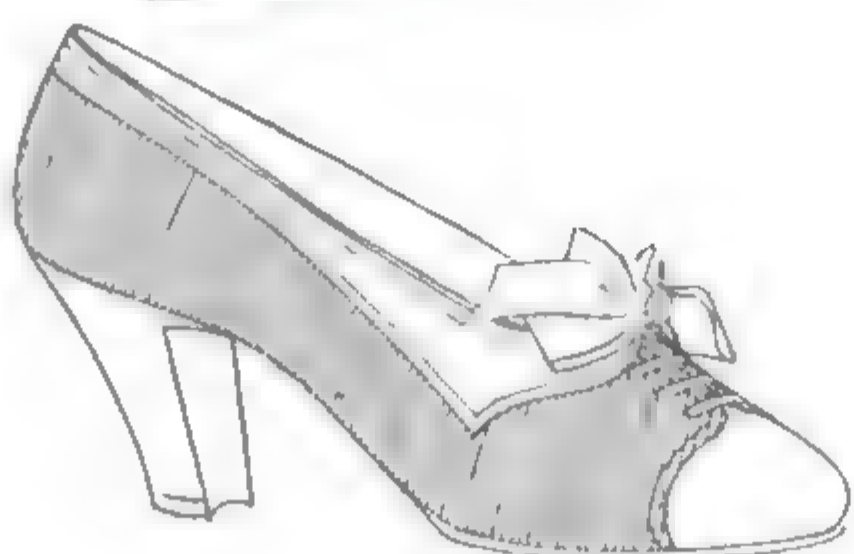


- SIDEWALKS:** (Six shoes at left)
- Blue lizard and calf—a new merger for spring, on a strap shoe; Bendel
  - A happy heel for pavement pounding—on a terra-cotta calf pump with perforations; Saks-Fifth Avenue
  - There's news in that blue baby-seal buckle; Greco kid shoe; Jay-Thorpe
  - Tongue and square toe on a terra-cotta calf shoe; Saks-Fifth Avenue
  - Wider and wider straps. This is Delman's brown calf; Saks-Fifth Avenue
  - Blue gabardine and patent leather; Palter-Deliso's team; Bonwit Teller

## FIVE O'CLOCK: (Four, right)

- Open toe treatment on a shoe of patent leather; Lord and Taylor
- A red medallion decorates Georgette's high pump of black antelope
- Brown gabardine and patent leather for a neat pump with trimming of beige leather; Bergdorf Goodman
- Again, a square toe and square heel on a patent leather pump by Edouard

Square toes and heels  
High insteps, broad straps  
Moccasin treatment  
Tongues, buckles, bows  
Medium heels for town  
Flat heels out of town  
High or low heels at night  
Black or grey Bucko for sports  
Saddle stitching  
Return of patent leather  
Entrance of reddish leather  
Leather and fabric combined

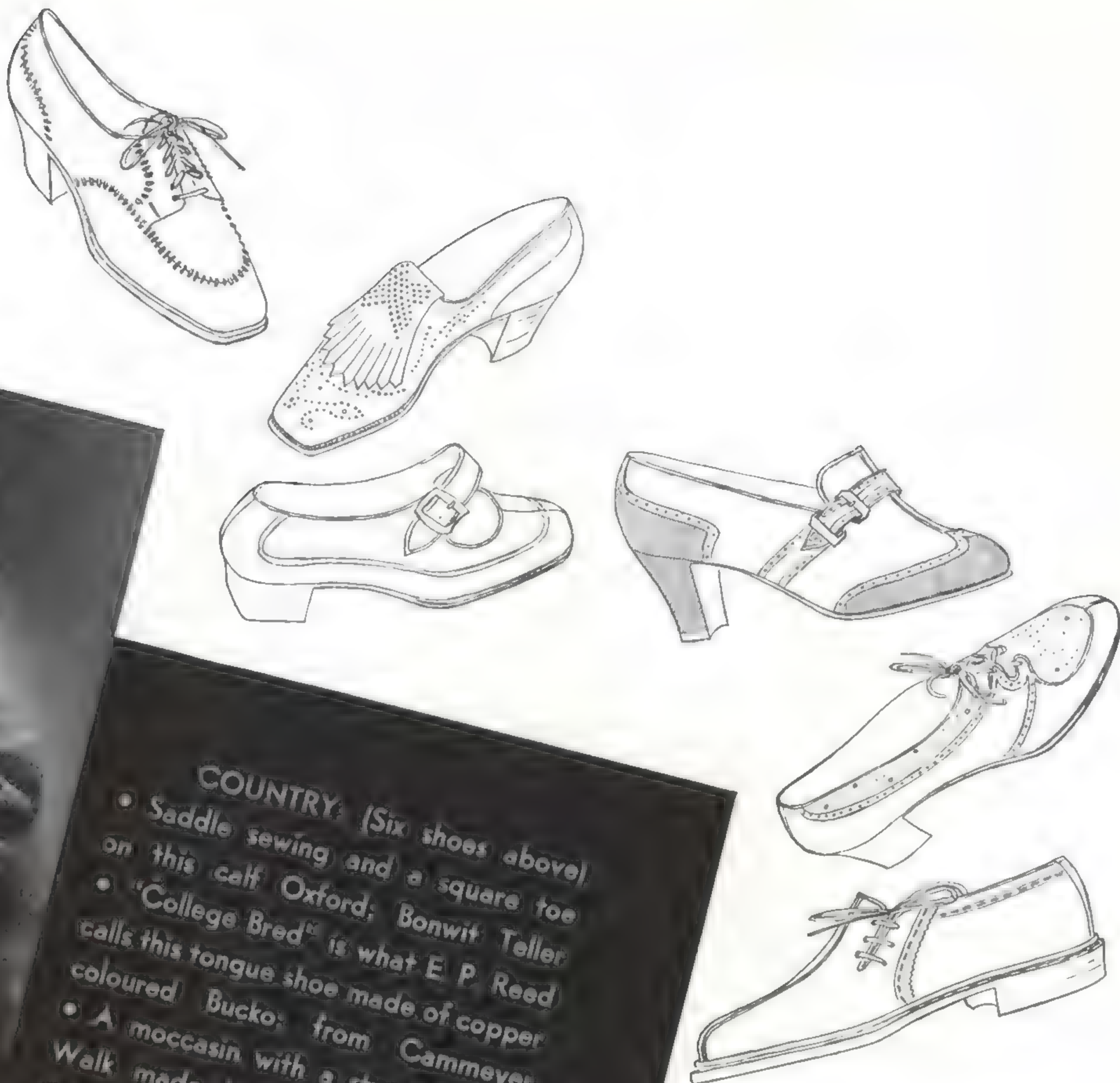


five oclock

NELSON



country



### COUNTRY: (Six shoes above)

- Saddle sewing and a square toe on this calf Oxford; Bonwit Teller.
- "College Bred" is what E. P. Reed calls this tongue shoe made of copper coloured Bucko; from Cammeyer.
- A moccasin with a strap. Fashion Walk made it of Bucko; J. Miller.
- Another strap on a brown calf and beige suede shoe; Nancy Haggerty.
- A three-eyelet ghillie of blue calf and perforated suede; Frank Brothers.
- Behold the side lacing, high cut, and low heel of this Arnold Authentic monk shoe. Grey Bucko, green piped.

### NIGHT-LIFE: (Shoes below)

- Flutings of green satin swirl on Padova's sandal of green satin with a gold leather heel; Saks-Fifth Avenue.
- Your feet are nearly naked in this sandal of white crêpe de Chine, cleverly twisted and knotted; Jay-Thorpe.
- A Roman sandal, almost heelless, for young America. Of silver kid; Best.









# NASSAU DIVERSION



We were going to a fish haul. As we stepped out of the British Colonial Hotel to step into the old green Rolls—the oldest and only Rolls on the Island of Nassau, and one we had rather adopted, along with its pilot, Dusty—it was just vanishing out the gate, bearing the James Gerards. We were particularly anxious for the Rolls, too, because there was to be racing the next day; and Dusty ate and slept with the horses. The week before he had won the Daily Double, and that's a feat in Nassau, where the gee-gees are a cross between a native product and a wind instrument in three letters. They have a dashing leer and a touch of locomotor ataxia, and look like the result of loose living in the Ark; but they can manage to circumnavigate a race-track.

There are no next-bests and no in-betweens; it is a Rolls or a Ford, and you know what we got. However, after two bouts of engine trouble, we did eventually chug up to the Suydam Cuttings' lovely place, "The Fort," where the guests were assembling for the fish haul. The house, built on the ruins of an ancient fort, clings to the side of the highest hill in that part of the Island, and the effect is inexpressibly charming. Grey mould and soft green moss meander over faded pink walls, tracing an irresolute, delicate design. Great, drooping trees shade the terrace, swaying in lazy languor over the steps and the steep path that lead to a snow-white coral beach and brilliant, blue-green water, calm and clear as aquamarines.

It so happens that the lady on the opposite page is posting a letter in Havana; but she might be you, farther North, with a fur coat over your first print dress. It's of black-and-white silk (the spots are really grinning golliwog faces). The dress is from Saks-Fifth Avenue, New York and Chicago

As we reached the beach, there was a great fluttering and squawking. Several flamingos, with their long legs loosely chained, were just being removed from the water by their keeper—a shining, pitch-black Nassauvian. (They belonged to Harold Christie's place down the beach, and had to go home to their lunch.) As the huge black strode out of the bright blue water, his white teeth gleaming, a rosy bird under each arm beating the air with great pink wings, it made a striking picture—something from "Prince Igor," or a sketch by Beardsley. Numbers of people were already on the beach, and others kept arriving, so we set out almost at once in a long straggle—rather like those pictures (Continued on page 101)





Ensemble No 425  
Chinese influence  
in the short, flared  
jacket and simple  
neck-line of this  
frook. Designed  
for sizes 12 to 20;  
30 to 38



Frook No. S-3872  
has an unusual  
yoke and a softly  
tailored look,  
typical of spring,  
1936. Designed  
for sizes 12 to 20;  
30 to 38

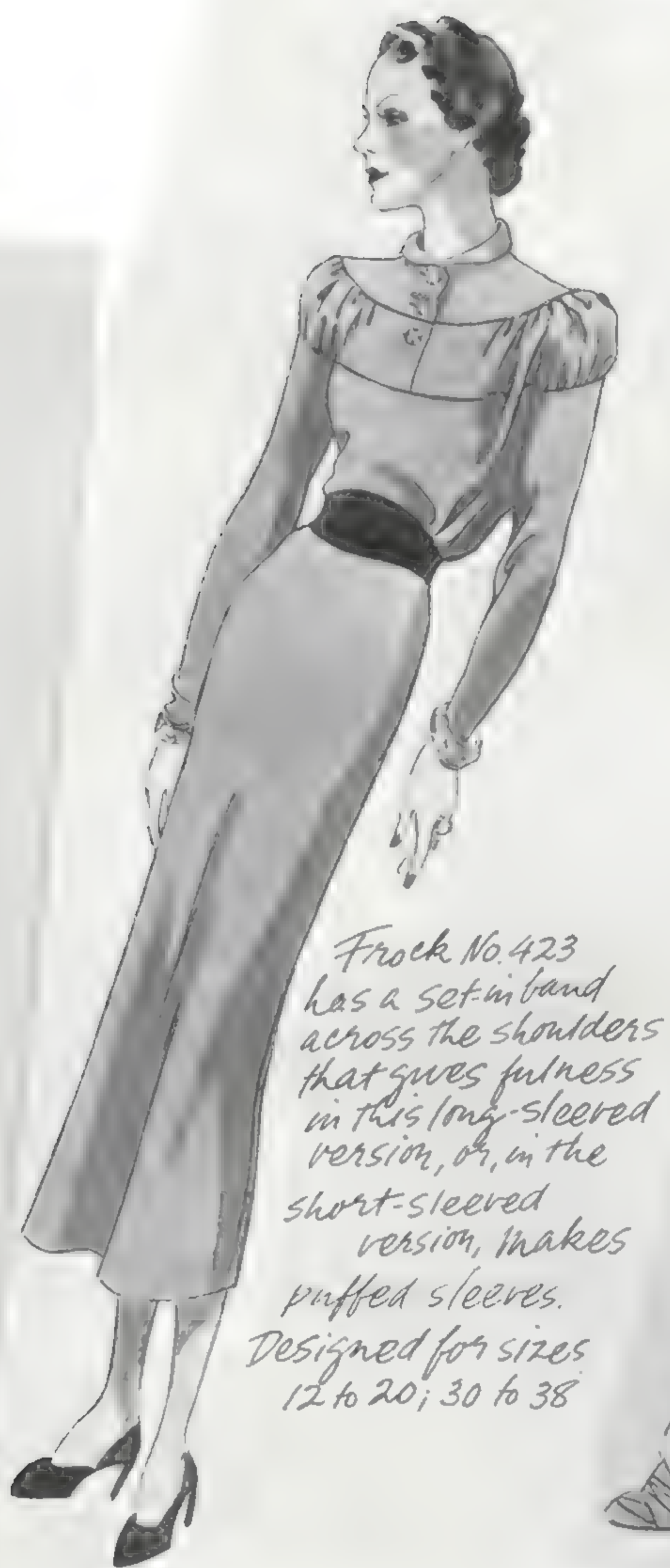


Suit and Blouse  
No. S-3871 combine  
the clear lines of  
a tailored suit  
with the fluid detail  
of a frook.

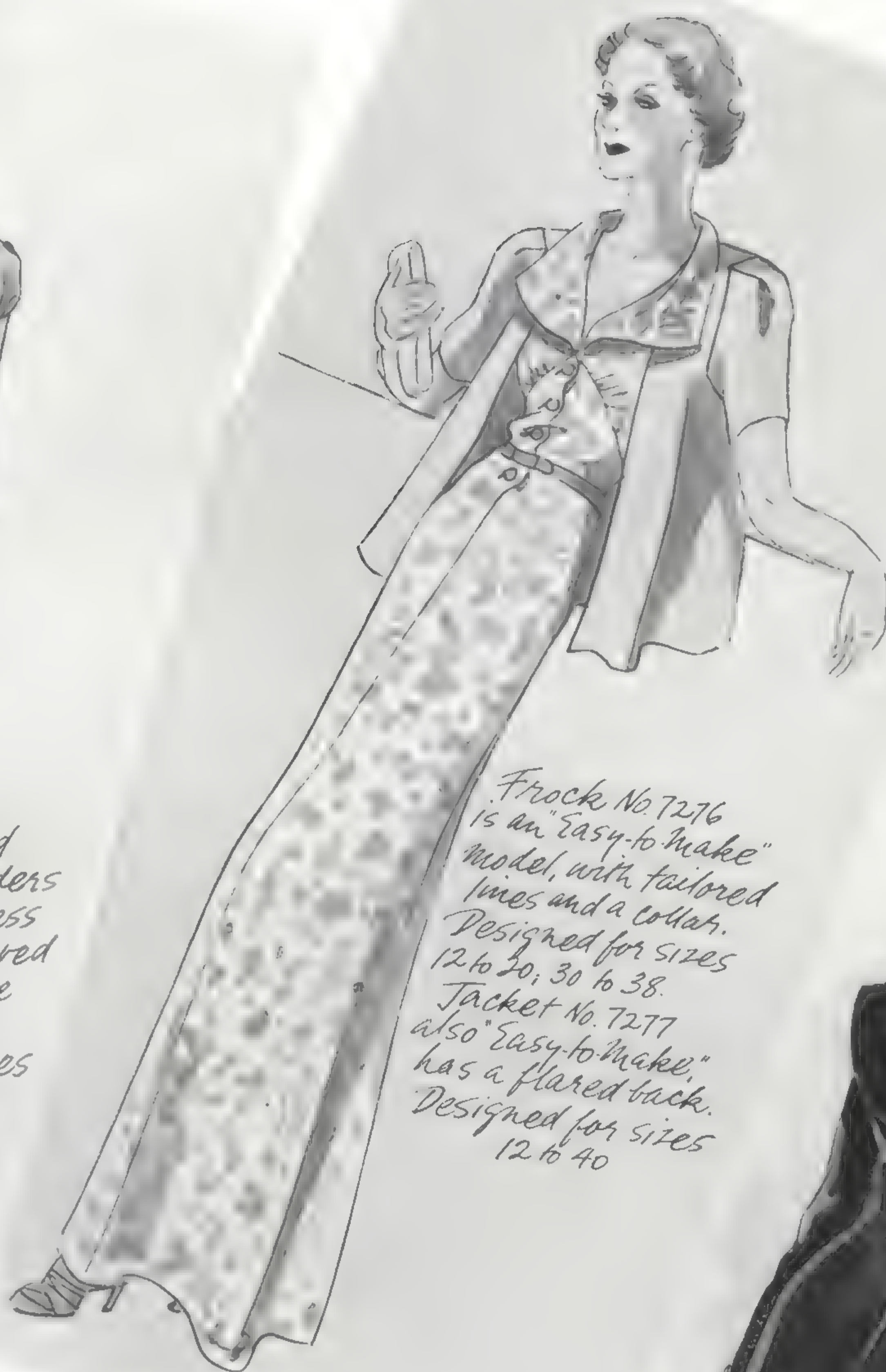
Designed for  
sizes 12 to 20;  
30 to 38.

*designs for practical  
dressmaking*



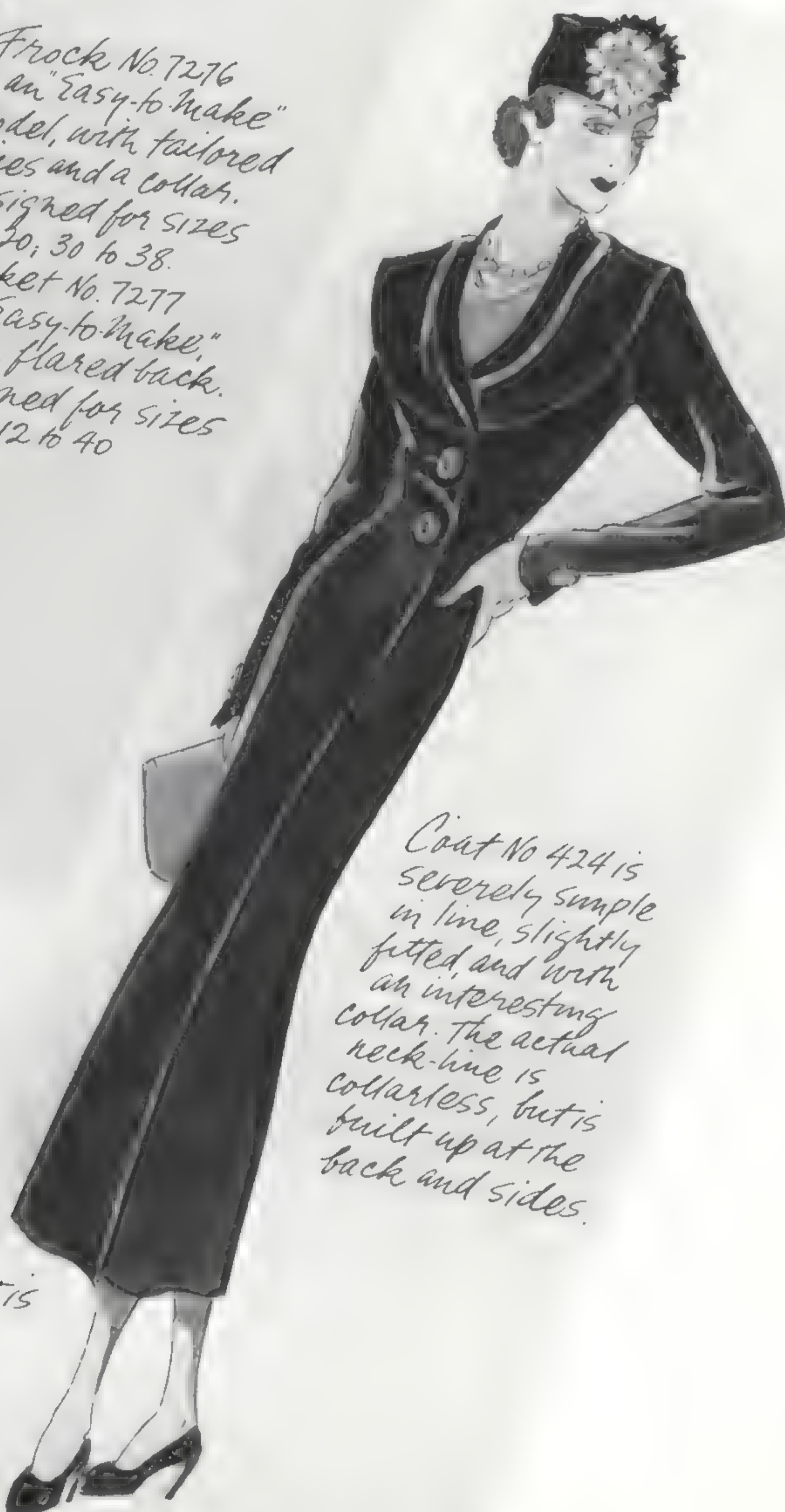


Frock No. 423 has a set-in band across the shoulders that gives fullness in this long-sleeved version, or, in the short-sleeved version, makes puffed sleeves. Designed for sizes 12 to 20; 30 to 38.



Frock No. 7276 is an "Easy-to-Make" model, with tailored lines and a collar. Designed for sizes 12 to 20; 30 to 38. Jacket No. 7277 also "Easy-to-Make," has a flared back. Designed for sizes 12 to 40.

back views are shown on page 96



Coat No. 424 is severely simple in line, slightly fitted and with an interesting collar. The actual neck-line is collarless, but is built up at the back and sides.

This coat is designed for sizes 12 to 42.





# SHOP-HOUND COVERS THE GROUND

Come February fill-dike, I have an acute longing for Southern climes, and, although they are said to thin the blood, I get no satisfaction at this time of year from being a Northerner, in full possession of my corpuscles. In this ungenerous mood, I visited Madame Lichtenstein, at 280 Park Avenue, who showed me an evening dress of slipper satin, in such a glowing shade of American-beauty rose that ill-temper melted before it like snow in August. With enormous puffed sleeves and a heart-shaped neck-line, it is the perfect setting for a picturesque woman. A dinner-dress, of black crêpe silk-wool, is shirred at the back, falling away into a little train, and has a cape lined with scarlet taffeta. Of particular interest to people below the Mason-Dixon line is a brilliant printed silk evening dress: pompons on an off-white ground; belted in grass-green, with a jewelled buckle in the colours of the print. These dresses cost from about \$75 to \$110.

For a long time, it has been a mystery to me what the inhabitants of Vienna do when they aren't busy singing, dancing, and drinking Imperial Tokay. It now appears that in their spare time they knit, for Sylvia Herr-Lora Root, 35 East Forty-Ninth Street, has shelves piled with hand-knit Viennese sweaters. Devotees of the cable-stitch can choose between a pale blue-grey sweater, with a laced opening, knitted in narrow cable-stitch, and an emerald-green wide cable-stitch, in a very fine wool. College girls, perennially sweater-mad, will fall for those of hand-knit tweed wools, in bright colours: monograms can be embroidered on the tiny breast-pockets. A touch of real Viennese frivolity is the hand-carved galalith dachshund or Scottie brooch, to pin on your sweater or to fasten in your scarf.

There are few moments when a box of ambrosial candy would not be welcome, unless you're on a diet and being strong-minded about the whole business. But Anna Bibro, 860 Madison Avenue, makes butter-scotch mallows and black walnut nougat, for the sake of which you will cheerfully renounce your waist-line. And the first time you taste one of Miss Bibro's rummy-plums you'll kiss your finger-tips to Heaven. They are packed in attractive boxes and would make splendid presents for lucky people going places. Around her Jordan almonds, in really unusual pastel shades, you can have fun arranging new colour schemes for table decorations, and your guests will undoubtedly have their fun eating them.

There are people who gravitate toward new hats like steel toward a magnet, whose cupboards must bulge with every kind of hat, in every colour and shape, for every mood and occasion. For them, Stern has a new line called "Chalfonte," in felt, fabric, straw, and Ecuadorean Panama, which costs from about \$5 to \$6.50. They are made in really wearable, casual shapes, swagger types, with broad brims and creased crowns; with pleated crowns that enable you to pull the hat well on, or wear it perched; with a "flat-iron" tip to the crown—meaning a V-shaped crease dipping towards the brow. The straw hats are made in about eighteen different colours, the fabric in about a dozen, and the felt in about seventy-five—all winners. Toast-beige was one of my favourites, also Bali-red; golden-wedding, a sort of pinkish-beige, struck a new note. But take a look at them: if you can't find a colour and shape that's just what you want, I'll eat my hat.

For the few modest and sentimental people left in this outspoken world who welcome the opportunity offered by Valentine's Day, Eaton has designed special boxes of writing-paper that hint at secret passions. They cost from about fifty cents to \$1.50 and can be found at Stern's. A small white box is stamped with a sentimental design of hearts, doves, and cupids; another has a tiny old-fashioned posy framed under Cellophane in the lid, and yet another shows a rotund cupid fitting a golden arrow into a red bow. A larger box, on the cover of which two little people ride together on an orange horse, contains cinnamon coloured writing-paper, edged in brown and white, to inspire your true-love to snatch up his (or her) pen, and send you a declaration. Bless you, my children. (Continued on page 111)



# helena rubinstein presents two vital correctives FOR AGING EYES AND THROAT



• **YOUTH FAILS YOU FIRST** at your eyes, your throat. One morning you discover lines around your eyes, tired lines that sleep has not wiped away—a fog of crepiness and shadows. Or suddenly, seeing yourself in profile, you are shocked to find a little droop beneath your chin. You peer closer and see the crepey look that betrays *age!*

To you—to any woman—the flight of youth spells heartbreak. But to Helena Rubinstein, the scientist, aging eyes and throat mean simply this: that certain important glands and muscles require specific help—definite corrective care. The sensitive eye area, where oil glands function sparingly, must be nurtured; tender throat tissues must be nourished, given new tone—fresh vitality.

Helena Rubinstein brings you two new formulae, far in advance of anything heretofore produced for aging eyes and throat—Special Eye Cream and Special Throat and Neck Cream. These preparations insure years of youth!

**special throat and neck cream . . .** An extraordinary blend of rich, nourishing ingredients and vital elements distinguishes this cream above all others. Its effect on crepey or stringy throats is both quick and thorough. Special Throat and Neck Cream seeps deep into tissues, bringing an abundance of fresh vigor. The skin appears to regain its elasticity. Lines and crepiness are smoothed out. Then the throat takes on the alabaster smoothness, the firm, rounded look of youth. 6.00, 10.00, 18.00. Trial size 2.00.

**special eye cream . . .** Helena Rubinstein perfected this preparation solely for the hypersensitive skin around the eyes. The consistency of Special Eye Cream is so delicate that it is readily absorbed. Starved tissues eagerly drink in its gentle nutrients. Soon, lines, crows'-feet and crepiness are smoothed out. Tired, aging skin is firm, soft and young again. The fog of shadows is lifted away. Your eyes look bigger, brighter! They have reclaimed that clear-cut look, the brilliance and sparkle which is youth itself! 2.00, 3.50.

Helena Rubinstein preparations are available at her Salons and all smart stores. Individual consultation without charge.



## helena rubinstein

8 East 57th Street, New York

SALONS IN: PARIS • LONDON • DETROIT • CHICAGO • BOSTON • SEATTLE • LOS ANGELES • MONTREAL • TORONTO

© 1936, H. R. INC.





The artistic hands of Miss Janet Olcott, debutante of last season and an accomplished pianist. This smart young client of Miss Sage's New York Salon is wearing the Diane shade of Peggy Sage Polish.



## ***DISTINGUISHED HANDS*** ***DRAW A WORLD OF ADMIRATION***

**H**ow often a tribute to beautiful hands is also a bow to Peggy Sage and her talent!

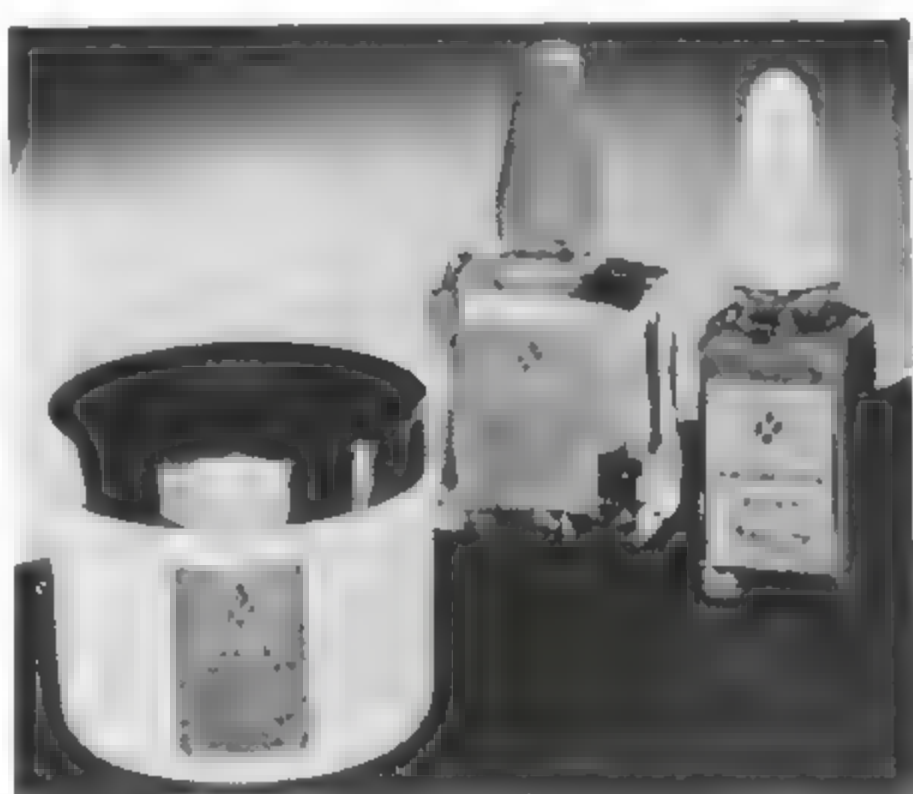
Miss Sage knows the inherent charm in every woman's hands. And at home, or at her New York, London or Paris Salons, the exclusive Peggy Sage Manicure Method makes the promise of beauty a thrilling reality.

Peggy Sage Polish tips your fingers with ravishing color. Her fingertip preparations smooth away nail and cuticle problems... while her luxurious hand creams and lotions

keep that cared-for, cherished look alive in your satiny skin.

Choose from polishes rosily pale or richly red... from dozens of flattering skin tones and striking jewel tints. And match this loveliness with hands soothed and softened and whitened by Peggy Sage's Hand Massage Cream, her Hand Mask Cream... or whichever of her protecting and beautifying Salon Preparations you individually require.

At the better toilet-goods departments, both here and abroad, you will find them all awaiting you.



## ***PEGGY SAGE*** ***SALON MANICURE*** ***PREPARATIONS***

Liquid Polish \$1.00... Lubricant Polish Remover 50¢ (contains Oil to keep nails and cuticle soft and smooth)... "Set of Two" with Polish and Lubricant Polish Remover \$1.50... Cuticle Remover 75¢... Hand Lotions \$1.00... Hand Mask Cream \$1.00... Hand Smoother and Softener Cream \$1.00.

PEGGY SAGE SALONS: 50 EAST 57TH STREET, NEW YORK... PHONE PLAZA 3-9011.  
LONDON: ONE THIRTY NEW BOND STREET... PARIS: SEVEN PLACE VENDOME



ANDERSEN

"Savoir Faire," the sparkling new perfume Lucretia Allen made for Saks-Fifth Avenue, stands in front of a flower-filled crystal basket from Irene Hayes

## DISCOVERIES IN BEAUTY

**O**UR contention has always been that a foundation cream should do a lot more than just keep your powder on your face. It should lend a touch of gossamer finish to your skin, a sort of overlay of delicacy. A new preparation that bears out this belief beautifully is Helena Rubinstein's Town and Country Make-up Film, one of those semi-liquid creams that go on your face with incredible smoothness. It doesn't look especially flattering until you get your powder on, but then you suddenly find that it has "done something" for your face. The moist quality makes such a cream perfect for blending in cream rouge, and your skin manages to keep smooth and soft under its protective finish.

Another cream of the semi-liquid variety appearing under the Rubinstein banner is the new Herbal Hand Balm. You can wash your hands with this cream if you like, because it is cleansing as well as softening, and when you put it on at night it seems to seep into the skin. A bit of massaging is needed to work the balm well into the skin, and this is all to the good, because this sort of manipulation does wonders for tired hands. The Herbal Hand Balm has bleaching properties in addition to its other virtues, and you can buy both of the new preparations in all the shops where the Helena Rubinstein preparations are sold.

• There is nothing more satisfactory in the world than experimenting with the things you are going to put on your face before you invest in them. Coty's latest innovation in this direction is a masterpiece, because it not only lets you find out how the different Coty powder shades look on your skin, but also how they look on it when you wear dresses in different colours. You don't go around in department stores changing your dress and powdering your face simultaneously. You

merely stand at the counter, in front of the Coty device, which is known as the Fashion-Mate, and hold pieces of fabric under your chin (fabrics conveniently provided by Coty in the important costume colours of the season), meanwhile experimenting with the twelve different shades of Coty's Air-Spun Powder. This is a revealing procedure, not only as far as the costume colours are concerned, but as to the flattering things that unexpected powder shades can do for your familiar visage. The shades in the Coty powder are as flattering as they are varied, and the powder is so finely spun that it is a mere dust of glamour over your face. You will find the Fashion-Mate at the cosmetic counters in leading department stores in the larger cities.

• This is an age of miracles. Tangee has done its part in bearing out that theory by producing what is known as a Little Miracle Compact. This is the first time that any one has thought to combine only lipstick and rouge in a compact, and therein lies the Miracle part, while the Little must apply to the lipstick, which is diminutive, but not too small to be eminently practical and usable. Tangee is that business of one natural shade for all women, because, once on, the rouge and lipstick assume, by what has always seemed to us still another miracle, the natural blood-colour of the skin they adorn. The new compact is neatly turned out in chromium, with a tailored finish, a practical mirror, and a space for your monogram. You can buy it at all of the many stores that sell the Tangee products, and refills are also available.

• "Painted Fragrance" is a name to evoke glamour, and glamour is what it will contribute to your life and belongings. It is a perfume in paint form, made by Carlin Comforts, those purveyors of (Continued on page 102)



# Sensational Debut



**GLENGYLE PRESENTS** *Sheero-knit*

REG. U. S. PATENT OFFICE

**... sheerest, lightest weight knit ever created**

It's here! For the first time, Sheero-knit, delightfully smart and cool, yet with just that touch of necessary warmth and as light as a feather. You've never seen anything like it. Exquisitely tailored, fashioned in true Glengyle style, these new Sheero-knits are equally ideal for active sportswear or for lazy hours in the sun. . . . Ask to see GLENGYLE Sheero-knits. At leading department stores and specialty shops.

**FEDERAL KNITWEAR COMPANY ... 512 SEVENTH AVENUE ... NEW YORK CITY**



BONWIT TELLER, INC., *New York City*  
L. BAMBERGER & Co., *Newark, N. J.*  
LIVINGSTON BROS., INC., *San Francisco, Cal.*

GUS MAYER Co., *New Orleans, La.*  
JORDAN MARSH Co., *Boston, Mass.*  
BONWIT LENNON & Co., INC., *Baltimore, Md.*

BON MARCHE, *Sacramento, Cal.*  
JENNY, INC., *Cincinnati, Ohio*  
THE ADDIS Co., *Syracuse, N. Y.*

A. HARRIS Co., *Dallas, Texas*  
J. J. HAGGERTY, INC.,  
*Los Angeles, California*



## BRIDGING THE GAP



You beg: "Give me an inexpensive extra dinner-suit that will see me into spring and on to summer." We answer with the suit above, of navy-blue crêpe printed with tidy white figures; trimmed with white piqué. Under the jacket, a formal décolletage. Lord and Taylor

February fill-in (right): the sort of vaporous, soft-as-spring-air dress that wafts into the night to make the fabrics of winter look old-hat. It's of grey chiffon, splashed with a yellow flower and moderately priced. John Wanamaker



**THE BOX COAT** of grey English flannel with black velveteen collar... as straight and square as a small boy's reefer... perfect to top your tailor. Wear it with low-heeled shoes and you are Spring, 1956!

**Neiman-Marcus**  
Dallas, Texas

THE CENTER OF FASHION AUTHORITY IN THE SOUTHWEST



AN EVENT OF NOTABLE IMPORTANCE IN THE WORLD OF MUSIC!



STEICHEN

## A NEW STEINWAY GRAND PIANO FOR \$885

**SIZE—5' 1" to fit the modern room**

**PRICE—to fit the modern budget**

**QUALITY—Steinway throughout**

IT IS WITH the greatest pleasure that Steinway announces the model "S," a Steinway Grand piano at the extremely low price of \$885!

This superb new instrument is a true Steinway in every sense of the word. It is as perfectly constructed . . . of as fine materials . . . as the Steinway Concert Grands used by Hofmann, Paderewski, and Rachmaninoff. Craftsmen who have been with this company for ten, twenty, thirty years apply their rich experience to its building. . . . Its only equal, or superior, is a larger Steinway!

The need for a piano of Steinway quality, priced at less than one thousand dollars, is very generally acknowledged. Too many pianos, today,

are made to sell, rather than to provide a lifetime of pleasure. Yet, in the face of insistent urging to bring out a new, smaller instrument, Steinway has chosen to proceed slowly . . . to wait until excellence could be assured.

Thus, from steel strings to luxurious cabinet-work, the new instrument has grown out of patient experiment. It carries on without compromise the Steinway tradition of craftsmanship. The woods, the metals in other Steinways are identical with woods and metals in this. Like other Steinways, this model requires, in all, many months to complete. Like other Steinways, too, it is largely fashioned by hand. Only in size (5' 1") does it differ in any way from its esteemed predecessors!

Here, again, is the incomparable Steinway tone . . . the glorious singing voice which has made the Steinway the one, perfect instrument of concert hall, radio, and home. The action is sensitive beyond all previous ideas of sensitivity.

For the new piano has the Steinway Accelerated Action ("the greatest improvement in pianos in the last thirty years") . . . as well as every other Steinway refinement.

You are cordially invited to visit the nearest Steinway representative—to see, hear, *play* this new instrument. . . . The "S" may be purchased on very liberal terms—only 10% down, the balance over a convenient period. Your Steinway will then be delivered *at once*—to remain, throughout your own and your children's lifetime, a glamorous, enriching possession!

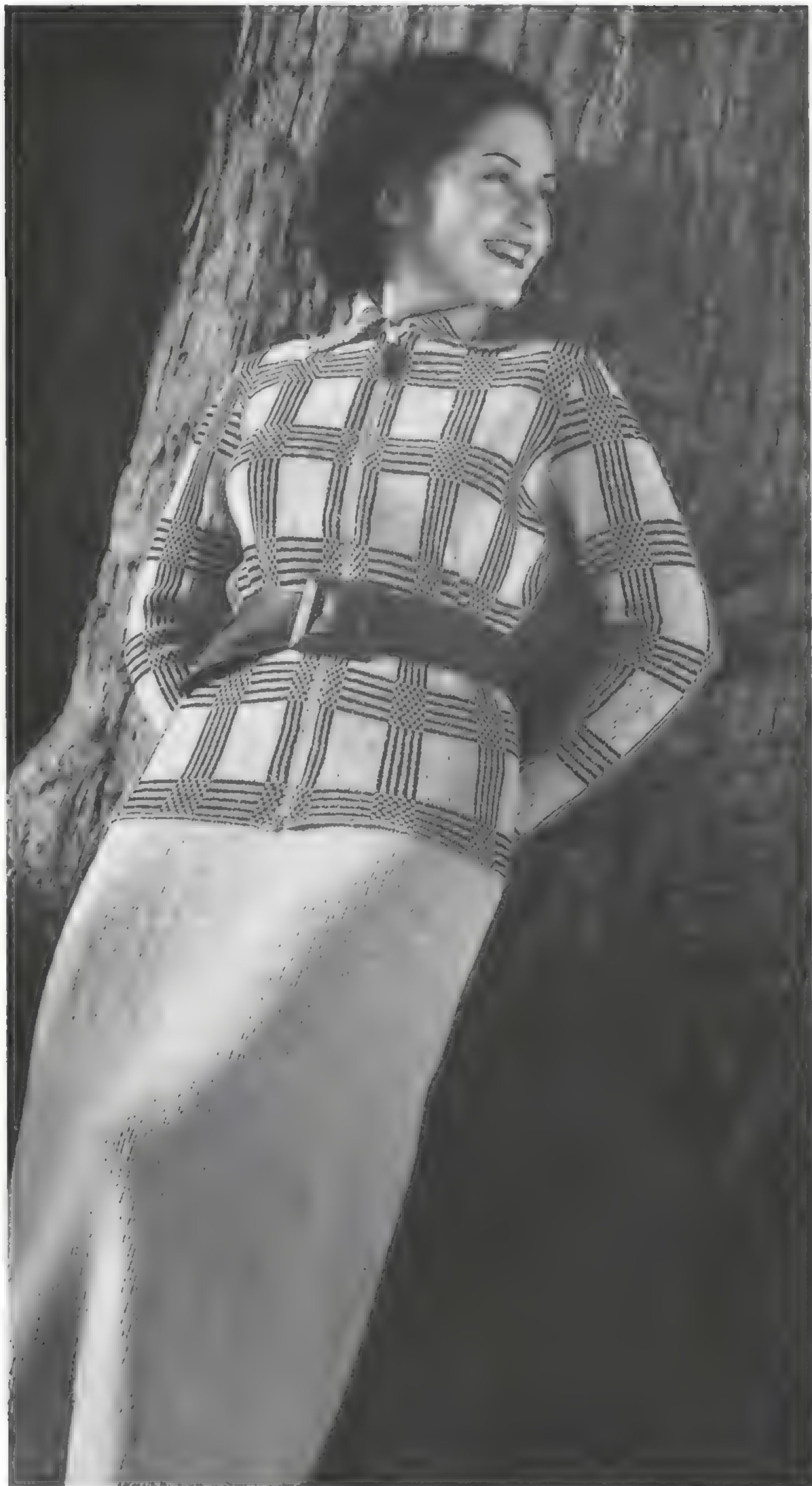
**LIBERAL TERMS**  
ON THE NEW STEINWAY  
GRAND PIANO AT **\$885**

There is a Steinway dealer in your community, or near you, through whom you may purchase the new Steinway with a small deposit—the balance being distributed over a convenient period. Used pianos are accepted in partial exchange. . . . Steinway & Sons, Steinway Hall, 109 W. 57th Street, New York City, just west of Sixth Avenue.

*The Instrument of the Immortals*



## BRIDGING THE GAP



Kerlee

## Sportswear from California

Indicative of the smart sport clothes we associate with outdoor California is the two-piece knit dress shown above. The dress is white with the pattern in a variety of colors. The model illustrated is in white and black, with soft, red pigskin belt. Notice the snug zipper with its red pigskin tab. Nattiknits are sold nationally. If you cannot find them at your favorite department store or specialty shop, we will gladly tell you where they may be found in your city.

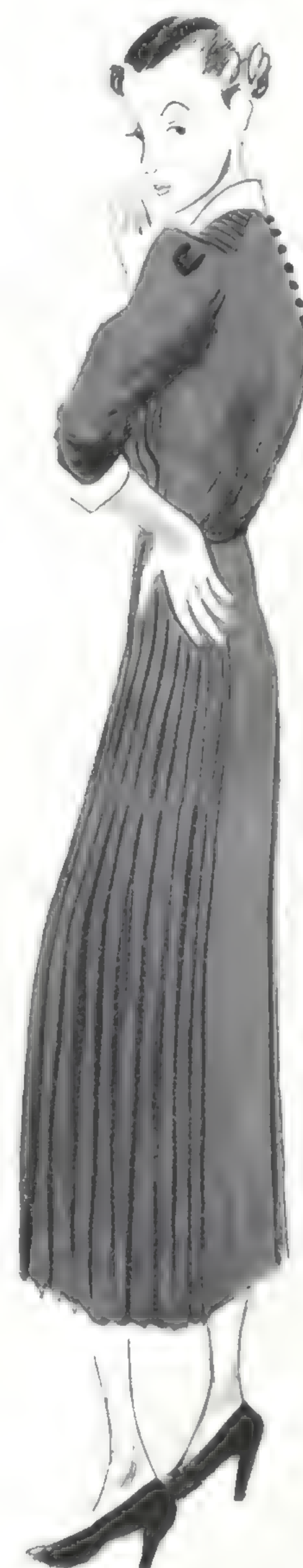
**Nattiknit**  
PATENTED  
TURN-IT SKIRT



*Los Angeles Knitting Mills*  
**HOLLYDALE, CALIFORNIA**  
*"Sportswear from California"*



Happy interlude between the last snow and the first crocus—the loose box-coat suit at the left, of grey and light brown herring-bone wool. The coat falls straight and free to a bit above the knees. This two-piece suit is a Fashion First model, moderate in cost, from Russeks



Short sleeves and spanking fresh piqué are as sure signs of spring as the violet vendors. Here, they are on a navy-blue crêpe dress that lifts you out of the doldrums for a song. In front and at the sides, the dress is pleated. This is a Fashion First model from Russeks



*Dear Elizabeth Arden,  
My hands are a sight  
in the winter —*

Miss Arden receives so many inquiries like this about hands that she has generously consented to publish this typical answer to help the many women with the same beauty problem.

\* \* \*

Dear Mrs. —

I wish all women realized as you do the importance of keeping the hands smooth, white and ageless. A woman may have a young face and perfect figure, but if her hands are rough, wrinkled and show signs of age, they spoil her youthful appearance.

Here is a marvelous hand treatment to be followed every night! Apply Anti-Brown Spot Ointment mixed with Ardena Bleach Cream. This combination will not only refine and whiten the hands but will also quicken the circulation to help remove brown patches and freckles. Leave on for ten to fifteen minutes. Then remove with tissues and pat in Adona Cream, a rich fattening cream to round out wrinkles and crepiness, giving your hands firm smooth contours. Ardena Cuticle Cream worked well in around the cuticle will prevent hangnails and brittleness. Slip on Retiring Gloves over the



Creams and wear them all night for best results.

For the roughness you mention, I advise the frequent use of the new Hand-O-Tonik, a fragrant soothing lotion with amazing softening effect. Use it every time you wash your

hands. The soap you use is extremely important too. Ardena Superfine Hand Soap was created to protect as well as to cleanse. Its pure ingredients are perfectly blended to minimize the drying effects of the water. Finish with a generous

brushful of Nail-O-Tonik Oil around the cuticle and over the nail itself. It won't dissolve your liquid polish and it will help to prevent broken nails.

When you give yourself a manicure, apply a coat of Nail-O-Tonik Oil-Polish before you apply the Liquid Nail Polish. Buff well, and over the Liquid Polish buff on still another coat. This will protect the manicure and heighten its lustre. Of course your Liquid Polish should harmonize with your costume and your make-up. (Send for my new Make-Up Color Chart which lists the effective combinations of shades for all the season's loveliest colors.)

Do all this faithfully and you will soon have hands you may well be proud of!

Very sincerely yours,

*Elizabeth Arden*

\* \* \*

Anti-Brown Spot Ointment, \$2.50, \$4.50  
Ardena Bleach Cream . . \$1.50  
Adona Cream . . \$1.50 to \$6.50  
Ardena Superfine Hand Soap. Box of 3 cakes . . . . \$2.50  
Hand-O-Tonik . . . \$1.00, \$1.75  
Nail-O-Tonik Oil and Oil-Polish . . . . . \$1.00  
Ardena Liquid Nail Polish, \$1.25  
Combined with Ardena Polish Remover . . . . . \$1.75  
Ardena Cuticle Cream . . \$1.00  
Ardena Retiring Gloves, \$1.50

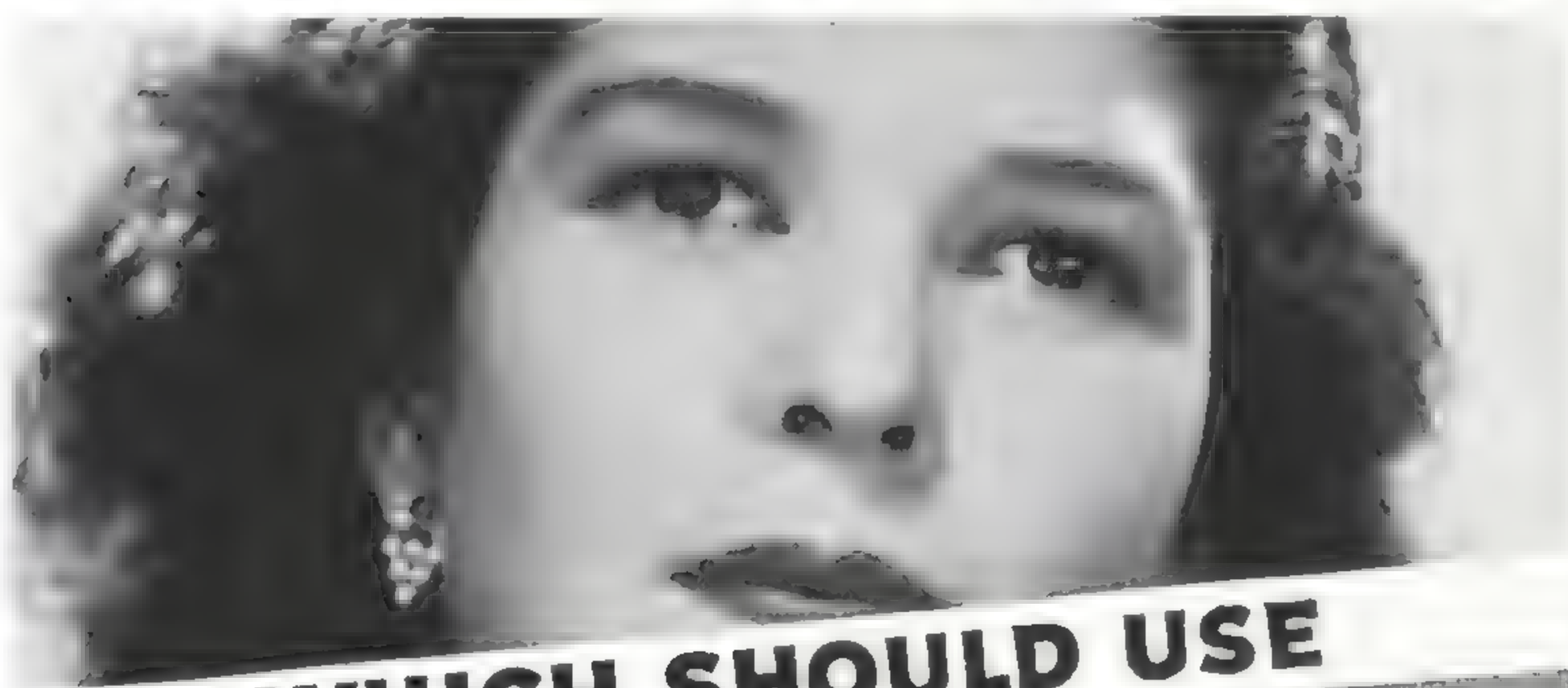
*Elizabeth Arden*

691 FIFTH AVENUE • NEW YORK CITY

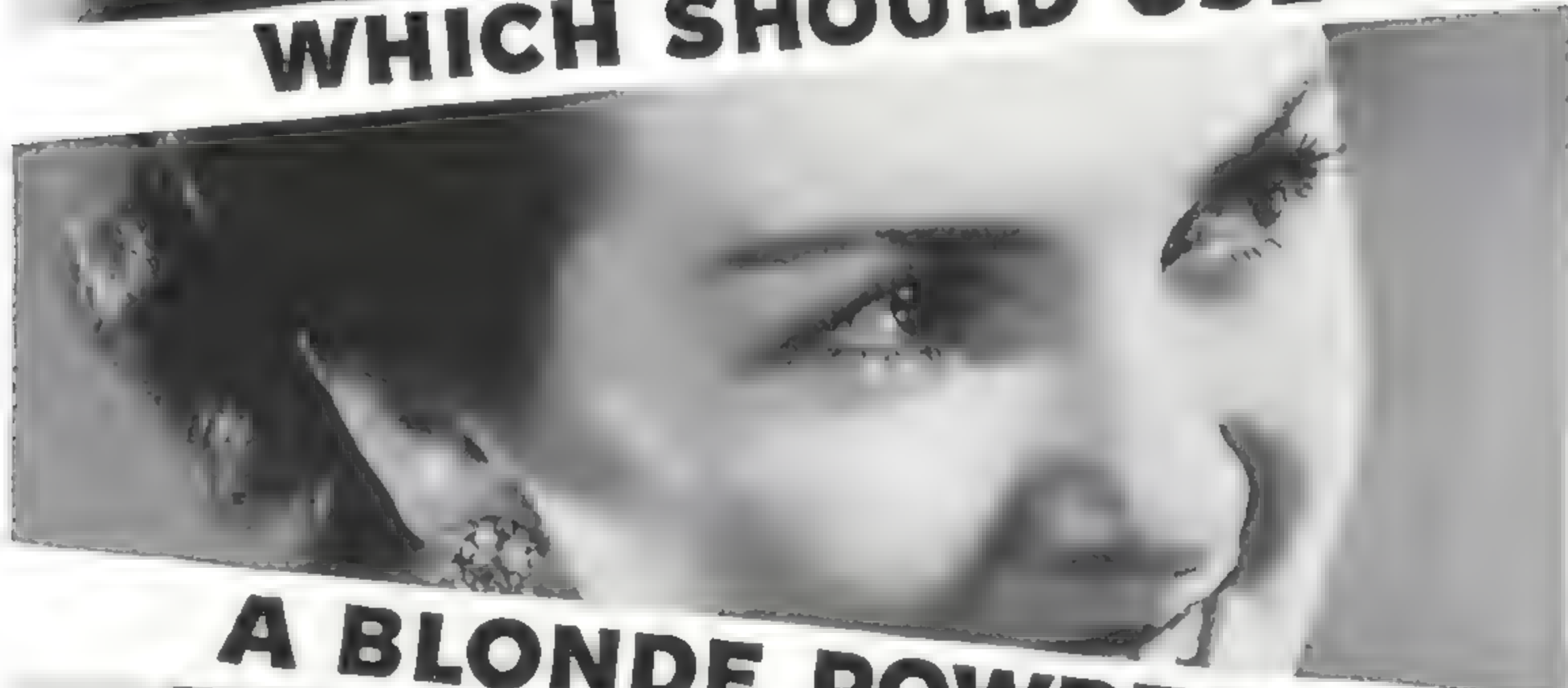
70 E. Walton Pl., Chicago • 251 S. 17th St., Phila. • 3933 Wilshire Blvd., Hollywood • 1147 Connecticut Ave., Washington • 24 Newbury St., Boston  
London: Elizabeth Arden, Ltd. • Paris: Elizabeth Arden, S.A. • Berlin: Elizabeth Arden, G.m.b.H. • Rome: Elizabeth Arden, S.A.I.  
Toronto: Elizabeth Arden of Canada, Ltd.



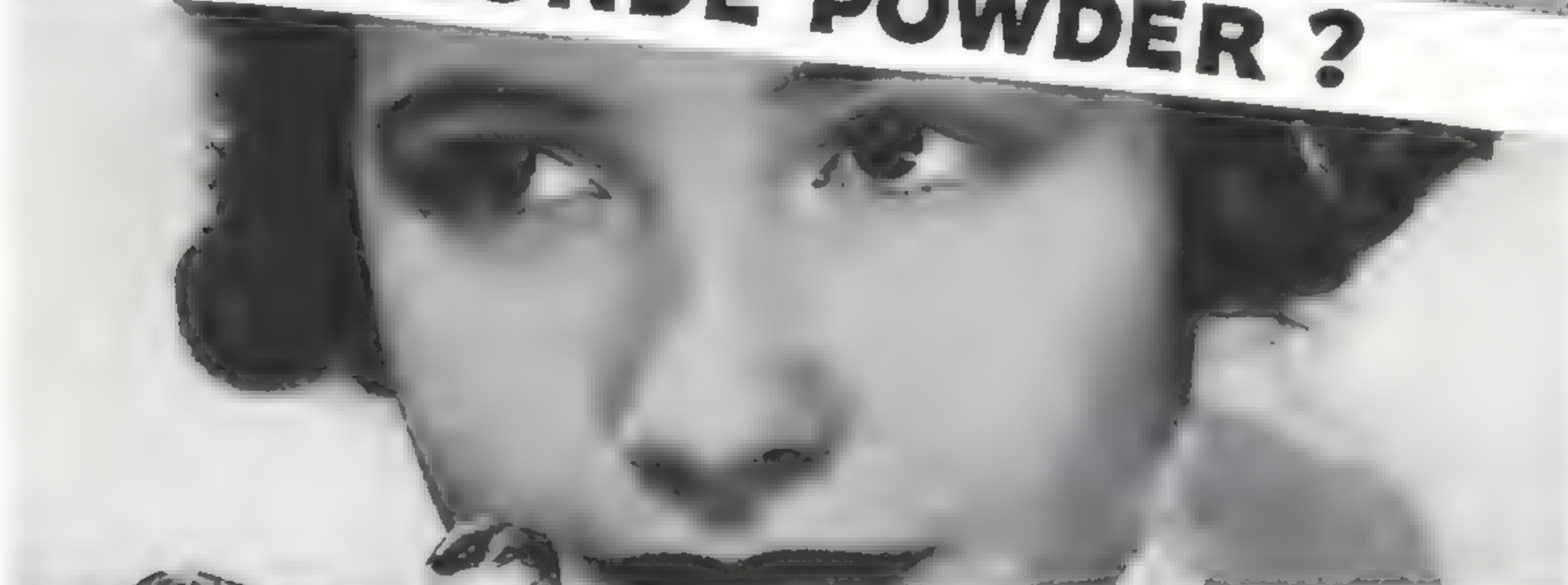
# 3 Brunettes—



**WHICH SHOULD USE**



**A BLONDE POWDER ?**



Over 200 girls' skins color-analyzed!

**LOOK AT THEM!** All three true brunettes—yet no two have skins alike. They don't dare use the same shade of powder!

Dark-haired Helen Kirk-Jones, in the center, has that very white skin which a brunette powder simply kills. It takes a blonde's favorite shade—Pond's Rose Cream—to give it the radiance *she* needs.

Mary Blagden, at the top, knows that her creamy skin clears up and sparkles best with Pond's Brunette. While brown-haired Sally Hanford has a darker skin which lights up glowingly with Pond's Rose Brunette.

It just goes to show—never be too quick to use "dark" powder, simply because you have dark hair. You may be the Helen Kirk-Jones type! Let your skin decide...

**TO FIND OUT** what makes certain skins luminous—others deadly dull!—Pond's analyzed over 200 girls' skins. They discovered that hidden skin tints make the difference.

The loveliest creamy skin owed its glow to a hint of sparkling green.

While dazzling fair skins had a brilliant blue to thank!

Now Pond's has blended these amazing tints into entirely new shades. No matter what beauty tint your skin lacks—one of the new Pond's shades gives it to you! One warms up faded pallor. Another turns sallow skins faintly rosy... Florid skins tone down... Muddy skins clear and brighten!

Try them free with the coupon below. See how—

**ROSE CREAM** gives radiance to fair-skinned blondes and brunettes  
**NATURAL** makes skin transparent  
**BRUNETTE** clears creamy skins  
**ROSE BRUNETTE** warms up dull skins  
**LIGHT CREAM** gives pearly tone

Texture? Not the very light that won't stick. Not heavy, either. Pond's Powder has that fineness which spreads evenly and clings. It comes in glass jars—to "hold" its perfume, to show the shade clearly. Jars at reduced prices, 35¢ and 70¢. Boxes, 10¢ and 20¢, increased in size.

**FREE 5 Lively New Shades**  
**Mail coupon today**

(This offer expires April 1, 1936)

POND'S, Dept. B139, Clinton, Conn.  
Please rush, free, 5 different shades of Pond's new Powder, enough of each for a thorough 5-day test.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Copyright, 1936, Pond's Extract Company

## CANAL CRUISE

(CONTINUED FROM PAGE 65)

vendors bring strange South American animals for you to see, and the waiter serves Planter's Punch, while an excellent lunch is cooking.

"Panama" brings a kaleidoscope of pictures. In one, you are standing on the bridge, a little awed (even though you have been there before), watching the ship rise serenely through lock after lock, till she looks proudly over the fields and hills beyond. What you see is startlingly unlike the straight line of water the word Canal suggests. It is first a lake and then a river and then a lake again, and always it winds through a sort of well-groomed tropics, lush and green and beautiful. On the magnificent Gatún Lake, you might be in the Thousand Islands, but these islands are far more luxuriant, with alligators on the banks and, near the shores, Indian canoes and launches heaped high with green bananas.

### PANORAMA AT PANAMA

Perhaps you have a memory of Cristóbal, if your ship reached there early enough to dock; surely you have more than one of Panama City. One is of the city by night, when you drove there from Balboa, full of curiosity about the night-life that gave Panama the name of the "wickedest city in the world."

The picture isn't very wicked, but it's vivid with the night-life. The main street of the city is lined with cafés, cabarets, and night-clubs. You begin circumspectly at one of the clubs (some one is sure to invite you), where you dance a little and drink a little; move on to a café for more dancing and drinking; and then progress to Kelly's Ritz or Happyland. In Happyland (which is a great deal better than its name), between the rather startling acts of the floor show, every one dances again, and, this time, every one includes Americans, British, Panamanians, South Americans, Chinese, the ship's stewards, and the millionaire tourists.

You would probably stay indefinitely in Happyland if there were a little more fresh air, but, as there isn't, after a few hours, you move to a more native spot and see the rhumba performed by partners who never touch each other, often dancing with the width of the room and innumerable other couples between them. Towards morning, you may try it yourself.

Then there is Panama by day, for almost immediately after getting to bed aboard ship, you get up again for a sightseeing tour of the town. This picture is a little hazy, but alluring—a comfortable car, a driver-guide with a drawling voice, soft, balmy air, and enchanting scenery. Even the historical data is soothing, being largely about the great things done for Panama by your native land and especially by Theodore Roosevelt. You relax and let a kaleidoscope of parks and balconied houses and blossoming trees sink in—till you come to a shopping district and see all your fellow passengers buying perfumes and embroideries. (The shopping district, oddly, turns out to be exactly where you were the night before, only then the cafés stood out between the dark shop-windows, and now everything is reversed.)

You have a picture, too, of the great bay beyond Panama that opens into the Pacific. The Bay of Naples was never more beautiful than this, with cone-shaped islands rising out of the water and a vista behind you that makes you catch your breath. You wonder why you have never heard more about it, why no one has bought an island here for his own little winter-season kingdom, and why no big resort has sprung up along the coast.

### UP-TO-DATE TROPICS

"El Salvador" brings a picture of a little country that is oddly up-to-date and bustling in the midst of tropical green and splashing colour. You get there, first in a basket that swings perilously over the side of the ship, and then in a tender that rides the ground swells and takes you to La Libertad. Then you drive the twenty miles from the coast to San Salvador, the capital, on a highway that climbs between farms and coffee plantations, and passes a golf course with a clubhouse as charming as any you left at home. After the steaming heat of the lowlands, the air of the city is like champagne, and the city is very metropolitan indeed, with miles of good houses and schools and shops, and traffic enough to keep the smartly uniformed, white-helmeted police busy under their umbrellas. But there's a profusion of jasmin and camellias and roses, and the inevitable market-place teeming with native life and native wares—bright hand-woven scarfs and bags of silks, brilliant baskets, silver jewellery, and wide sombreros that are marvellous for fancy-dress costumes.

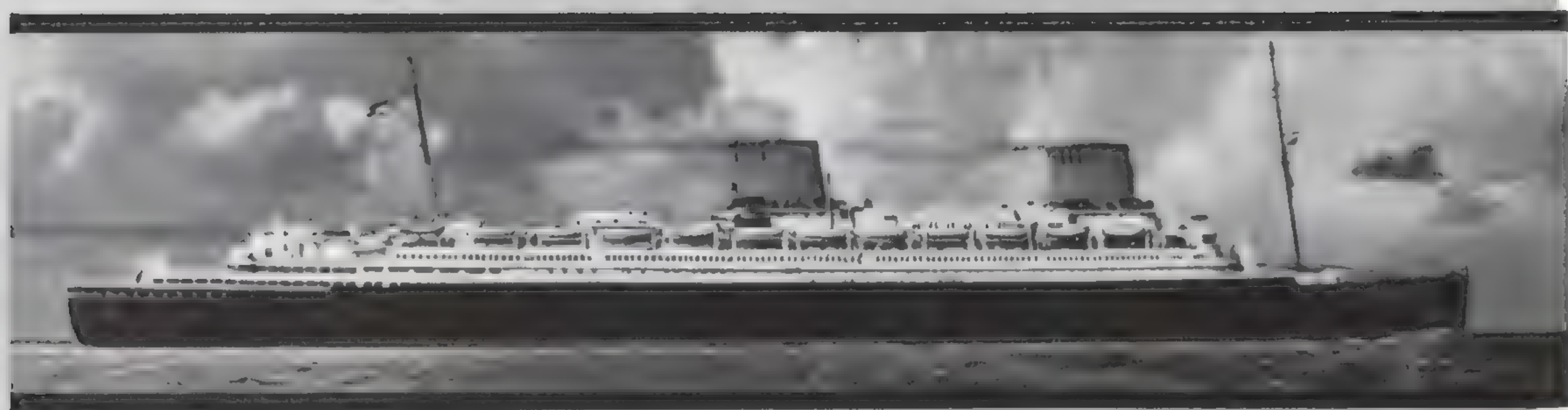
Most colourful of all your pictures are those of Guatemala. First the strip of red sand and the brown native houses against the high wall of jungle trees, with white surf breaking in the foreground. Then the train with trim little Continental-looking cars with terra-cotta walls and green wicker chairs that carried you across miles of low flatlands, past jungle growth and villages of native thatched huts; past burros and cowboys and Indian women with baskets on their heads; marshes sentinelled by cranes; ceiba-trees blanketed with jungle creeper, trees covered with blue morning-glories, and plants like great orange-red tomato-plants; past Indian settlements with children and dogs and old people gathered round coal fires on the porches of the little adobe houses.

### GUATEMALAN COLOUR

Across the panorama flashes a jungle river; a steep climb up the side of a mountain, with a magnificent view of the volcano that once destroyed Antigua; U-shaped turns, cool leafy tunnels, and long vistas back to the sea. There are Indian women washing at cement tubs near the villages; coffee plantations shaded by huge banana-trees. After you leave the train and start off in motors with English-speaking guides, there is a town with a church painted crude blue and raw yellow and startling you by its silent, authoritative air of age. No restoration dims the reality of the ancient beaten silver altar-piece, or the four- (Continued on page 98)



# C O R R E C T



TO FRANCE, ENGLAND, GERMANY . . . DISTINGUISHED PASSENGER LISTS

## Bremen • Europa

De Luxe **Columbus** Express

### WINTER and SPRING CRUISES

West Indies, S. America, Panama  
New York, on Feb. 1, and again on  
Feb. 22 for 18 days, and on Mar. 14  
for 15 days.

Columbus, 3 Spring Cruises—Mar. 28  
for 8 days, Apr. 10 over Easter for  
9 days, Apr. 22 for 7 days.

### SUMMER VACATION CRUISE

Reliance, on June 26 for 42 days to  
Iceland, Spitzbergen, Norway,  
Russia . . . stopovers for XITH Olym-  
piad, Germany, and other events.

TO IRELAND • ENGLAND • FRANCE • GERMANY: Weekly Midnight Sailings

The luxury and distinction of traveling First Class . . . \$170 up

## New York • Deutschland • Hansa • Hamburg

## St. Louis—Hapag Cabin Motorship . . Lloyd Cabin Liner Berlin

XITH OLYMPIAD, AUG. 1 to 16, GRUNEWALD FOREST, BERLIN

Literature and Reservations



## Hamburg-American Line

## North German Lloyd



57 BROADWAY, NEW YORK, N. Y.

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## "MARGOT"

(CONTINUED FROM PAGE 56)

There are tangible reasons for the excitement in Paris over "Margot." It's not merely feminine hysteria that is sending women to couturiers for copies or adaptations of the "Margot" costumes. It's not only because Bérard designed them or because Karinska and Lanvin made them. Nor is it a mad, mad desire to look theatrical. We can tell you exactly what it is:

For one thing, it's those broad shoulders and pointed waists that make the jackets of the men in the cast so exciting. (For instance, the wonderful costume of black velvet that the Duc de Guise wears, shown on page 57.) That triangular look from shoulders to waist is so basically flattering that its adaptation is inevitable. Sometimes the line is achieved by wide stripes at the shoulders that diminish at the waist, sometimes by applied bands that emphasize the triangle, sometimes simply by breadth of shoulders. Women are ordering little tight-fitting jackets built like this, to wear with straight skirts for day or evening.

### MORE EXCITEMENT

For another thing, it's the tight-fitting pointed bodice, the high-shouldered full sleeves, and the white organdie ruff that mark the costumes that Yvonne Printemps wears. These costumes give you a wasp-like look—a kind of rigid-surface appearance to the body of the costume, out of which come the wings of sleeves, the antennæ of head-dresses, the neck frills. And there is always something happening at the shoulders: sleeve tops may look like closed umbrellas, or calla-lilies, or frilled parasols, or accordions, or almost anything you can think of—providing there's a flare. Collars rise up and frame the face. They're in the form of ruffs or saucers that seem to separate the head from the body. When you have looked at Yvonne Printemps' leaf-green velvet costume,

shown on page 58, and her dazzling wedding-dress on page 57, of tufted white satin, embroidered in pearls, with cream-puff sleeves and tiny ruff collar, can you wonder that Lanvin is already making adaptations for private clients?

### FROM HEAD TO FOOT

And for still another thing, it's the "Margot" feeling in head decoration—like the shining tinsel flowers on delicate wires worn by the maid of honour (on page 56). Hair ornaments of jewels, flowers, feathers are worn far forward over the forehead like the antennæ of a wasp. Yvonne Printemps, in her tiny crown of brilliants or her green feather swallow, will convince you that the forehead is the exactly right spot for decoration. The "Margot" hats sit on the back of your head, with shining ornaments rising off the forehead (Karinska uses celluloid feathers). There are little high-crowned hats that look like pointed bowlers, heart-shaped hats, Scotch caps (remember Mary Stuart was a big fashion influence in the sixteenth century in France), and one beautiful big flat hat with a kidney-shaped piece cut out of the brim in front.

The capes, too, that swished through the play may influence off-stage clothes. Long capes that reverse the triangle—the point being put at the shoulders, and the width at the hem. See the two on page 56. Finger-tip capes that button down the arms instead of in front. All sorts of capes that give a careless swagger to the unusual clothes.

And, last, even the gloves and shoes have definite fashion possibilities. Gloves in vivid or pastel colours. Shoes with a faint suggestion of carpet slippers about them; flat heeled, blunt toed, with high tongues rising over the instep and cut-out motifs on the top of the foot.

## DESIGNS FOR DRESSMAKING



Sleeves, jackets, hems—watch them! Neck-lines, too. Switch back to pages 84 and 85 to see the new crop of dramatic details

These models are designed for sizes: 425, S-3872, S-3871, 423, 7276, in 12 to 20, 30 to 38; 7277, in 12 to 40; 424, in 12 to 42

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*It'll be date time all the time*

...If you choose to saunter forth in this gay little model fashioned in Bloomsburg's Crepe My-Amie, one of those advance Spring "puckered" textures you've been hearing of... Woven of Crown Rayon, the NEW Rayon of Fashion, of course, it is Crown Tested,—wearability, cleanability and color fastness officially promised!... Certainly,—the watch goes along,... all for a mere \$22.50. New Spring Colors. Sizes 14 to 20. Look for the Crown Tag!



At FRANKLIN SIMON & CO., New York City, and Greenwich, Conn. Also—Buffums', Long Beach; Desmond's, Los Angeles; B. F. Dewees, Philadelphia; D. J. Healy Shops, Detroit; Hutzler Brothers, Baltimore; Meier & Frank, Portland; Roos Brothers, San Francisco; E.T. Slattery Co., Boston; Betty Wales Shops, Chicago... and in other fine stores from Coast to Coast.

"A FABRIC CREATED OF CROWN RAYON...IT'S TESTED!"





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*do correct the causes*  
*of Dry Skin...*  
 and in a new and astonishing manner

If your skin is dry and flaky and simply won't enter into the spirit of youth—no matter what you use or how hard you try—Elorda Creams are the truly reliable once-and-for-always answer.

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**1936 CATALINA SWIM SUITS**  
Now On Parade



**Catalina**  
**SWIM SUITS**

**PACIFIC KNITTING MILLS, INC., LOS ANGELES**



Geraine  
**GREEAR**  
WARNER BROS.  
PLAYER

## VOGUE'S SPOT-LIGHT

(CONTINUED FROM PAGE 75)

business men with imagination. In other words, they are children who have a definite headstart in living because of the taste and spiritual freedom of their home surroundings. But even with the advantages of good material, Miss King and Miss Coit have worked miracles. You can make intelligent children act, because all children love to act. But you can't so easily fuse them into a performance that is such a miniature masterpiece of beauty and enchantment as the "Nala and Damayanti" that the children acted five times this year. Granting that months were spent in coaching them in the patterns and words of this old Hindu legend, the perfection of their understanding is still to be marvelled at. Every bend of their small arms, every inflection of their clear light voices is right and lovely. Although their action is stylized, you never feel that it has been imposed upon them, but that they know its meaning from the inside out. They know, in fact, what they are doing. While the play is on, they are living—all of them—in the moods and colours of sixteenth-century India.

As you may gather from the pictures, the visual charm is consider-

able. The little Princess (on the ladder in the big photograph on page 74) is nothing less than exquisite. So is the Prince, Nala, who is unfortunately not visible. We can not tell you their names for the simple (and wise) reason that their names are not on the program. There is no star system here.

Naturally, there is ample mirth in the performance, much of it unintended. It is impossible not to chortle at the cockiness of some of the little boys and the archness of the little girls. And there are a few pint-size bambini whose wobbling entrances are irresistibly funny. No amount of stylization can suppress the unexpectedness of the child-mind or the child-gesture; or mask the infantile quaver in their voices. Nor should it.

The Misses King and Coit have no desire to produce aesthetic automata. Their chief aim is to instil, through the combined media of painting, sculpture, dancing, legend, and acting, an inextinguishable love of beauty and a coordination of mind and body which will extend, enrichingly, into their later years. If "Nala and Damayanti" is any evidence, they are on the right road.

## CANAL CRUISE

(CONTINUED FROM PAGE 94)

hundred-year-old organ looking like a wooden loom, or the curious, decorated Spanish casket. Women and children in native Indian costumes are waiting to sell you strange colourful fruits from their painted trays, and you take their pictures before you start off again—up towards the volcano; through a mountain pass; down again, along a road edged with brilliant orange flowers and wolf's tail grass, dotted with roadworkers with wide straw hats and huge machetes.

Then there is a picture of Antigua, lying still and ruined now, but full of reminders that once (long before your own country was settled) it was a stately city, with Spanish grandees and señoras, great churches and monasteries; with paintings, carved furniture, and beautiful brocades in the houses, and a university before our own were even dreamed of. You can still see the mosaics in the great cathedral, and the columns faced with tortoise-shell; and piece together a picture of what the city must have been before the volcano scattered destruction. A new little town has sprung up there now, with a picturesque inn where you lunch on the balcony in the courtyard and look down on a marimba band made up all of one family, some of them dancing solemnly in the blazing sunshine.

You remember reaching Guatemala City by a road splashed with colour—an old church painted cobalt-blue and brilliant pink, masses of lacy flowering trees, groups of Indians in vivid costumes, with great loads on their heads and their arms swinging in front. And the city itself, with modern houses (some of them white, with fine iron grilles—very Fifth Avenue), brilliant

gardens, wide boulevards, and surprisingly good shops. There is a little wooden museum, like a park bungalow, but far more interesting than most with its extraordinary Mayan antiquities, many of them found by Colonel Lindbergh. And a market that is an incredible riot of flowers—gardenias and tuberose, roses and lilies, tubfuls of violets, more flowers than you ever saw or dreamed of. Their fragrance fills the town, and you buy and buy, filling your arms and the baskets and sombreros that you are taking home. You have bought a great many baskets and sombreros by now, but you buy still more, among other things, in Mrs. Roche's shop opposite the Palace Hotel, where you go for cocktails and tea and sandwiches. And you buy really beautiful old Spanish jewellery and native Guatemalan curios in Mrs. Palmer's charming tea-house, El Patio.

There are still other pictures. One of the train ride back to the ship through a country grown black and jungle-like, when you sat among a little sea of flowers and souvenirs and ate a picnic supper or drank pineapple-juice—till you saw the Pacific and the moon and the ship, brilliantly lighted in the distance. More than one picture of spectacular views from the sun-deck, of the coastal range, brown and white and pastel coloured like the desert, with white surf breaking against the cliff below. Another one of Mazatlán, typically Mexican and foreign.

And finally, one of a sunny morning when you dock at San Pedro and find a train waiting to take you to Los Angeles, in a world of noise and bustle. Your every-day life has begun again.



# It's Thrilling News...

## WHEN A NEW KIND OF STYLE SHOE WALKS TO FAME WITH EXTRA COMFORT

*That Is Why America's Smartest Women Are Really Excited About*  
**RHYTHM STEPS**

It's an idea that captivated all America. Light, dainty style shoes have given extra health features . . . without the necessity of heavy leathers, blocky heels and weighty arches. Thanks to an utterly new principle . . . Invisible Rhythm Treads.



"THEY'RE SO BUOYANTLY RESTFUL WHO CARES IF THE DAY IS PACKED WITH ENGAGEMENTS!"

It was time someone gave style-wise women a shoe with the sort of foot protection that will keep them stepping lively in the smartest of styles. Rhythm Step did . . . and women everywhere are saying it's the only really modern shoe they've ever worn! With a new feeling of "floating" ease!

*Jyll Egger . . . Dancing "Headliner" Shows How Invisible Rhythm Treads Support the Foot at Three Strain Points*



As your heel pounds the pavement, Rhythm Treads cushion the shock and protect delicate nerve centers.

1



As weight shifts to your arch, strain is absorbed and cushioned . . . plus the usual built-in arch.

2



As full weight centers on the ball of your foot, the metatarsal is supported . . . keeping delicate bones in position.

3



*Wins*  
**HOLLYWOOD DESIGNER**

*"First Really Modern Shoe I've Seen!"*

. . . says Helen Taylor, Chief Designer for Walter Wanger Productions. "I'd never dream of finding extra comfort features in shoes so chic and dainty."

WON'T YOU TIRE YOURSELF WALKING SO FAST IN THOSE NEW LITTLE SHOES?

NOT A SPECK! IN FACT THEY ARE THE FIRST SHOES THAT MADE WALKING A JOY!



**MOST STYLES**  
**\$6.50**  
*Slightly Higher West of the Rockies*

**Rhythm STEP**  
STYLE and HEALTH SHOES



Even women who have had to wear "comfort" shoes . . . and insisted on extra support, are walking with a new, buoyant, young step in Rhythm Step shoes. So restful because they take the tiring "pound" out of walking . . . without extra weight!



**One, Two, Three Stepping All Day Leaves Plenty of Pep for Play**

See Invisible Rhythm Treads indicated on the insoles. Walk on them . . . and discover how they take the weariness out of keeping on your toes all day. They're the secret of the new thrill in foot comfort and flattery that everyone's raving about.



*Astrid Allwyn*  
20th Century Fox Star

**Rhythm Step Shoes Are Sold Exclusively in the Leading Department Store or Shoe Store in Your City. Write Us for the Name.**

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Presenting

CELESTIAL

a heavenly new all-silk yarn

by BERNAT



CELESTIAL, the new yarn by Bernat, is a glorious achievement in *pure silk*. In appearance it is lustrously rich. Yet—unlike the silk yarns of the past—Celestial will *wear*. Spiral strands prevent breaking and a special chain-like twist keeps Celestial from slipping. When knit up, this yarn has that slightly rough texture so much in demand. You couldn't find a more convincing way to prove the merits of Celestial than to put your knitting needles and this new yarn to work on the two-piece illustrated. It is Style Number 964. This two-piece suit is positively ravishing with its streamline skirt which adds much to its style success! You'll find Bernat's Celestial in grand colors at all Bernat dealers. If you have any difficulty in locating a Bernat Shop near you, write us and we will give you the address.

Directions for the Celestial Hand-knit shown here will be sent free upon request. Just send a stamped self-addressed envelope to



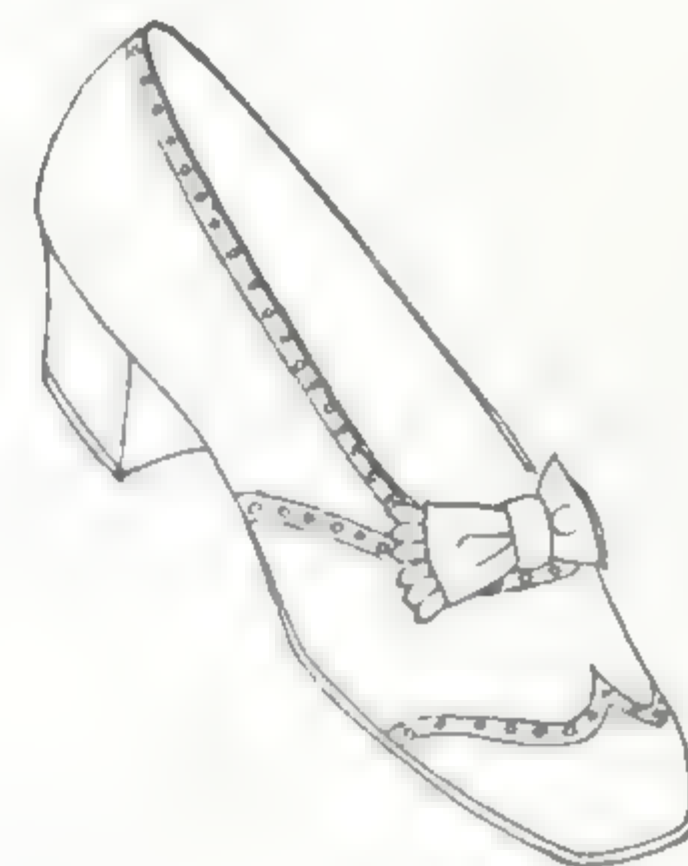
**BERNAT YARNS**

Emile Bernat & Sons Company, 99 Bickford St., Jamaica Plain, Mass.

## MORE FIRST LASTS

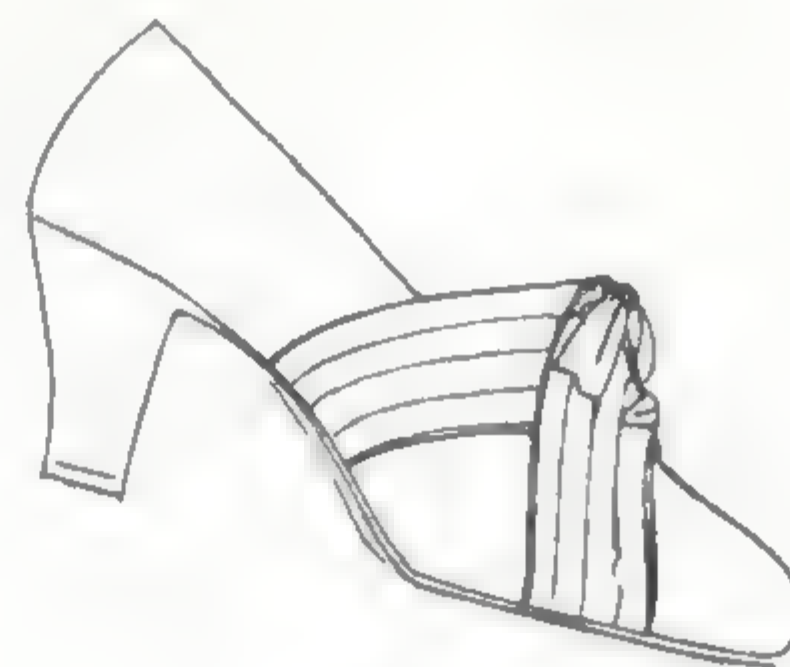
- Sketched right (top): a pump like your dancing-school slippers, that stubs its toe and leather-covered heel. It's of brown calf, for young things who'll trot round town in tweeds. From Andrew Geller

- Below it: Florsheim's knock-about monk-type shoe, with a built-up leather heel that's as comfortable at journey's end as at the beginning. Of crushed brown calfskin, buckled and perforated at the sides



- Directly left: Straps and then more straps build this brown pigskin shoe up over the instep. Toe and heel are slightly blunted to give a squarish effect. This shoe is designed by Selby

- Shown left: A tan calfskin Oxford cut like a D'Orsay slipper is front-page news. Neat bands of the same leather are used for trimming. The heel is leather covered, too. This model is a Grossman shoe from Vida Moore



- Right, from top to bottom: Spring tie-up—brown kid and brown fabric for a one-eyelet Oxford; Saks-Thirty-Fourth Street

- A Red Cross step-in pump combines brown calf and beige suède

- Grey Bucko—it's sweeping the country—goes into Stetson's moccasin-type Oxford, piped with calf

- Foot-Saver's Oxford of brown calf, with stitching as trimming and a built-up leather heel for comfort





## NASSAU DIVERSION

(CONTINUED FROM PAGE 83)

we used to see in Sunday-school, of the Israelites crossing the Red Sea—although I never could believe that the Israelites at the end didn't do a lot of shoving and pushing, right after the picture was made. And we didn't have any tambourines.

However, we did have heat. It was boiling. My husband had worn slacks, a sports coat, and a sweater, but, bit by bit, he had peeled down to his undershirt. Prince Paul of Greece and Lord Tredegar had arrived in shorts only; and Teddy Roosevelt, in the gayest spirits, was capering around in a bathing-suit and a straw hat. The others had got into pyjamas, *pareus*,—the coolest things they could find that were consistent with modesty.

Mrs. Arthur Fowler, very straight and very lovely, led the way. We scrambled through rock pools, slid on wet seaweed, cut our feet on broken shells, and generally got ourselves into the spirit of the thing—and very messy, besides. It was a gay pilgrimage.

## FISH HAUL

After about two miles, we came to the inlet—scene of the fish haul—where we removed every possible thing we hadn't got rid of before, and dashed into the water. At daybreak that morning, the Cutting servants had stretched a huge net, a hundred and fifty feet long, across the inlet; and now we, wading in water to our middles, clutched the slack end of the net and started slowly pushing upstream. Very slowly, in fact, what with the slippery terrain underfoot.

The English colony was represented by Governor Sir Bede Clifford and Lady Clifford, and Captain Minto-Wilson—who did look a sight, in white underdrawers, too long to be shorts, too short to be slacks, no top, and a rakish native hat. (He is well over six feet, with no curves.) And Lady Williams-Taylor, who had meant to sit on the shore and cheer sedately for her side, suddenly became inspired, flung her shoes and stockings in the sand, and hurried into the water, tucking up her skirts over noble pink bloomers.

Every one pushed and slipped and squealed. Lord Tredegar fell under, and Jimmie Mollison pulled him up. Suydam Cutting and Teddy Roosevelt worked valiantly at the net, smacking

back to its fate in the frying-pan any fish that attempted to fling itself to freedom over the top. The net was very heavy; the end was near. The haulers were straining and puffing. The fish were breaking and leaping into the air. Then the black boys took hold, and, with a great show of white eyeballs and white teeth, a terrific jabbering and much horse-play, they dragged the great net sack up on the beach, full of its gleaming, flapping victims. The fish had been hauled.

## AFTER THE BATTLE

The idea now is to fry them, but we let that slide and started back to "The Fort." A bar, a mess tent, and umbrellas had been set out, and more blacks were there to sing: "Delia's gone one more round, Delia's gone..." "Pappy said to Mammy, you are growing old," and all the others. We ate turtle soup, salad, and sandwiches, drank beer, swam in the warm clear water, and sat under the umbrellas conversing.

Mr. Flick and Mr. Gerard discussed the demerits of some gentlemen over twenty going without tops. Mrs. Roosevelt talked about the Island folk-songs, in which she is very much interested. She is compiling them, and wants to get to the bottom of each one and discover, if she can, the origin of the idea behind it. (Some are fairly easy, but more have become hopelessly vague and distorted with time.) We talked of movies, and of news-reels in particular; we talked of Addis Ababa; we talked of ships and shoes and sealing-wax, and cabbages and kings.

## NIGHT OVER NASSAU

Suddenly it seemed late. The heat had gone out of the sun—guests were strolling slowly up the path toward their cars—the macaws and flamingos in the Christie patio were screaming for their supper.

"Mammy don't want no peas nor beans nor cocoanut oil,

"Mammy don't want no peas nor beans nor cocoanut oil,

"Mammy don't want no gin because it makes her sin—all she wants is handy brandy all the time..." floated over the water from the fishing-boats returning at sundown. The fish haul was over.

HELEN M. TALLEY

## ARE YOU BAFFLED?

Do you know what clothes to take on a cruise to the Caribbean? Do you know how long the new skirts are? Do you know what to serve at a buffet supper and how to serve it smartly? And when it is still obligatory to pay a call? If you don't know, Vogue's Information Service will be glad to tell you. (And please enclose a stamped and addressed envelope when you send your letter.)



## "BRIGHT AND FAIR" FOR 1936



## LESUR NOVELTY WOOLENS

The talk of Paris because the striking effect is gained by weaving wool with cocoanut fibres. In Greys and Tans for your best beloved dress or suit. Also in a monotone check. 52 in. wide.

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## FORSTMANN WEDDING RING CREPE

A sheer but very firmly woven dress woolen. Excellent for beach wear, too. Resists creasing in a Spartan-like manner. Lovely in shades of Moonglo, Broccoli Green, Bolero Rose, Grey, Bermuda Blue, Medium Brown, Black, or Navy. 54 in. wide.....yd. 4.95



## FRENCH MONOTONE TWEED

One of the season's most stunning tweeds. It's flecked, nubby, and hairy all-in-one—with just enough of each to make it lovely. In Fawn, Old Gold, Grass Green, Rose, or Midnight Blue mixtures. 53 in. wide.....yd. 7.50



## HAND LOOMED WORSTED CREPE

Paris insists that every wardrobe have a hand-loomed fabric of real distinction. Here it is—a spongy, soft weave in utterly glorious Spring colors. For dresses, suits, and Spring coats. 54 in. wide.....yd. 7.95



## "YARROWVALE"

The old favorite in the new lupin flower shades—meaning they run the gamut from blue to pink, giving the "blues" a lavender cast, the "pinks" an orchid cast. The fabric itself is a knotty texture tweed. For suits, coats, and skirts. 54 in. wide.....yd. 7.95

● Samples of these and other fabrics sent on request. Write Dept. V-2 Vogue Patterns and Notions.

THIRD FLOOR



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# Spring Forecast

## IN BYRON HATS



EVEN YOUR SHADOW will be tailored this spring. No frou-frou to mar the clean-cut silhouette of a classic suit topped off with these neat little Byron man-tailored felts. *Above*, the Byron "Town Topic." *Below*, the Byron "Corker." Each \$5.

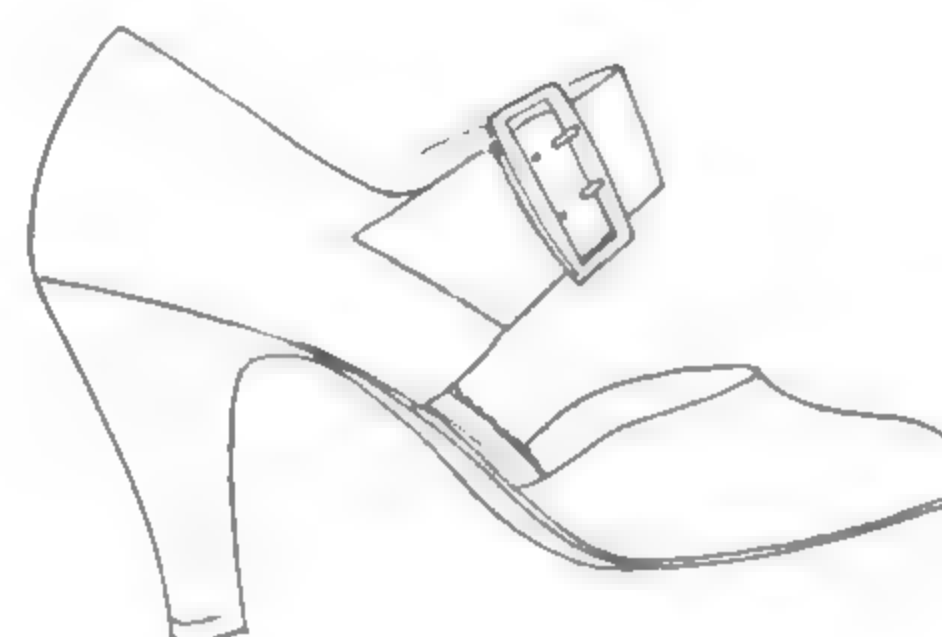
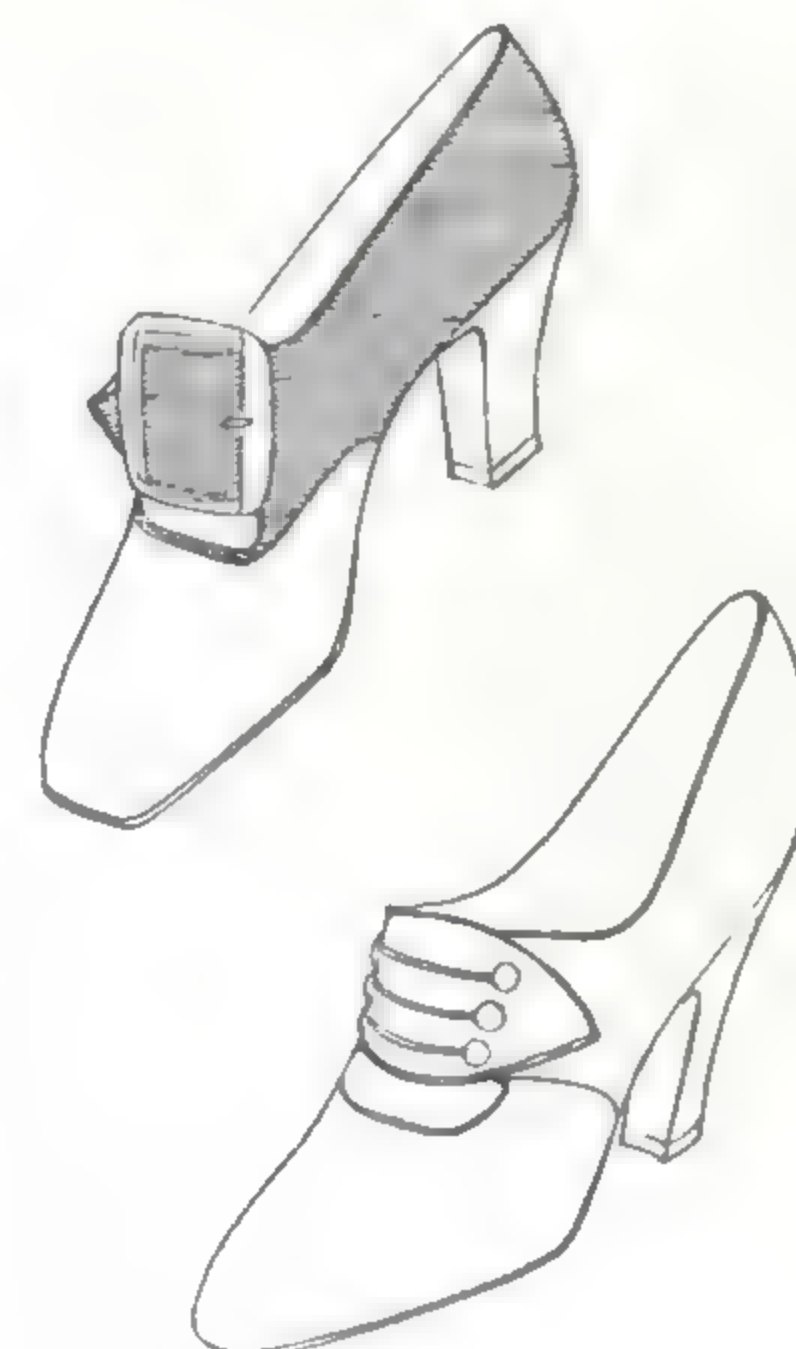
**Lord & Taylor**  
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Agents in Principal Cities



## MORE FIRST LASTS

- First, right: Pilgrim pump by Walk-Over, of ginger-brown baby calf and beige suède. The enormously wide strap spanning the instep is hitched with a gold metal buckle
- Second: Marche Militaire—blue patent leather for regimental trimming on a shoe of blue gabardine. From Bloomingdale



- Left: Monk-type shoe of black patent leather by Rice O'Neill. The tongue climbs high up the instep
- Next: Patent leather again! In a brown pump high cut and open all at the same time; Stern's
- Below: Fabric-and-leather union—brown cloth, kid-trimmed, for a Morgan Grossman pump



## DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 88)

silken glamour on a large scale, and you paint your lingerie drawers and the shelves of your linen-closet with it. You can even paint the *under* side of the drawers and shelves, and a subtle perfume permeates your lingerie and linens. "Painted Fragrance" is in three odours, lilac, lavender (divine for sheets), and a floral bouquet, and a brush comes with it for painting it on. The fragrance seems to last eternally, but it can be washed off with soap and water. You will find "Painted Fragrance" at the Carlin Comforts Shop on Madison Avenue and in the charming little corner shops that Carlin Comforts have established in various leading department stores throughout the country.

• Most of us are fine strong women in the face of crises. It is the minor trials of life that get us down. Looming large among the minor league is the matter of transferring powder from powder-box into vanity-case. You spill the powder when you try to tip it out. You get powder over your nail-file when you use that as a spade. You make a mess of things, and you practically go mad. Of course, we wouldn't be bringing up these harrowing details if we

didn't have the solution for them. The solution is Powder Scoops. These are miniature spades intended solely for the purpose of powder scooping. They are doll's size, in pastel colours, and you can buy them for a few cents in department and drug stores. We salute them not only as practical gadgets, but as an addition to our society for obliterating the causes of frazzled nerves.

• Those who have become addicts of Sophia Robart's Washable Cleansing Cream—that wonder preparation that washes off with cold water, miraculously taking all dirt and make-up with it—will be glad to know that the cream can now be purchased at Saks-Fifth Avenue in New York, at the cosmetic counter.

• If you are a shower addict, you know the ravages that beset your waves when you pull a tight rubber cap over your head, especially just after a visit to the hair-dresser. Martin of Vienna has taken this matter under consideration and is promoting a rubberized silk cap that ties under your chin something like a bonnet. Protective, not tight, even quaintly becoming. Good for keeping out the steam from hot tubs, too.



## PONY, MOTOR, RICKSHA, TRAM

BY VERA S. LOWRIE

"SHE'LL be reeling and rocking when she comes," I laughed crazily to myself as I landed on the bosom of the fat Negro woman on my right, and then rebounded to ruin the shine on the shoes of the moustached Paulista behind me who gallantly helped me off his feet onto my own, just as the street-car finished its dizzy swing round a curve.

"How have you found out so much about São Paulo and Brazil so quickly?" a friend had asked me a few days before.

"Oh," I had made quick and truthful reply, "here I own no motor-car, and so I ride the street-cars. São Paulo rides the rails—and so I ride." Here where East and West, and North and South, and Yellow and Black, and Red and White all meet and live together and intermarry and breed children and make a nation called Brazil, the tram helps one see and live.

Give me standing-room on a crowded street-car that reels like a drunken old woman past flower shops and fruit stalls, cemeteries and churches—a street-car with pious men all up and down the aisle tipping their hats reverently as we pass those churches. These street-cars where the mulatto girl holds perspiring hands with her Portuguese lover and looks into his eyes; where the bareheaded old Syrian woman nervously watches each corner for the street where her daughter has told her to get off; where the young girl with ruby hatband, ruby lips, ruby finger-nails, ruby purse, ruby buttons, and ruby shoe heels giggles to her friend with accessories all in green; where thrifty German wives look disapprovingly at a tiny baby dressed in silk lace and ribbons, lying in the arms of its tired, old-young mother—these street-cars I choose.

"God made Rio beautiful," remarked a friend, "but the people make São Paulo interesting." I agree, for on its bucking, plunging, crowded street-cars I have the world.

Now that I think about it, there must be a best kind of conveyance for every place, a way of riding that fits one into the atmosphere of it and makes one catch its spirit.

## ON A GALLOPING PONY

That, I reflect, may be the reason my friend in New Jersey hates our great open spaces, our plains of West Texas, and our other grassy states; she was introduced to them as she sat behind a roaring engine that rushed along like a demon and reduced my beloved prairies to a flat monotony.

I, on the other hand, met these plains on the back of a galloping pony. One can not walk on the plains, their distances are too exhausting; one should not rush on a beaten track over the plains, their fascination is too elusive—one must gallop over plains.

There, the greasewood in its shiny clothes reaches up and brushes your shoes in friendly greeting, the low clumps of mesquites, bulwarked by rat castles, offer perfect hurdles for your pony, jack-rabbits roused from their naps under the sages by the thud, thud of hoofs hop out and look inquiringly at your flapping chaps.

Your horse corkscrews along the cow trails, stops at each whirling windmill for you to tumble stiffly off, stretch your legs, drink from the pipe, and walk around to loosen your joints. Off again, you and your pony stop at the ranch-house where you happen to be when the sun is high, open the gate, walk down the lane side by side, and are welcomed as friends.

No, my friend has not even met my plains. They can not give their spirit to a roaring motor-car.

But imagine, on the other hand, trying to meet China on a galloping horse! The old Chinese city only comes out to meet a jinrikisha drawn down its narrow cobblestone streets by a half-naked coolie, shiny and greasy, mopping perspiration with a dirty towel slung across the ricksha bar. In a jinrikisha, I have time to catch in memory still the complacent look on the fat old shopkeeper's face as he sits, naked to his waist, leisurely waving a pink boa-feather fan to cool his manly chest. I can see the live eels wriggling in the market-baskets, and the golden-brown of shrimp balls sizzling in the big cauldrons of boiling rape-seed oil. For a lingering instant, I can catch the fragrance of the chestnuts roasting in big pots of cinders and see the glows of sunset in the rich brocade some dark-haired beauty wears. We pass a temple yard where vendors' cries announce pet birds for sale or masks for festivals, and, by the gate, beggars knock their heads against the paving-stones and cry for alms.

## SCENES FROM A RICKSHA

The Chinese city, with its joys and woes, its smiles and wails, flows past me as I ride on toward the arch that is the gate in the solemn grey stone wall between me and the encircling moat that separates my city from the rice-fields and the world.

Now if my friend really wants to use her Cadillac, let her go to Ohio hills in autumn and turn off the Old Highway where a shady road leads to the right. There, through miles that curve on miles, the maples, oaks, and dogwoods burn fires of gold and crimson, yellow and red, on every hillside and by every wandering stream. The grasses, purple and red and brown, spread their Persian carpets in the valleys, and each turn of the road makes one draw his breath anew.

Or, in the spring, one turn of this road brings one out upon a hillside where a fleecy cloud of pink-tipped snow has fallen on the gnarled old apple-trees, and red-buds make fantastic amethyst patchwork in Nature's quilt of new-born green.

One could not hope to see this drama of colour from a jinrikisha or a horse's back, for here is Nature's giant cinema with the spectator flashing round the bends to find the ever-changing pictures in the play. A motor-car for me, please, on our hillsides with their thousand-featured panorama, on my right and left, before me and behind.

A motor for these hills, a pony for my prairies, a jinrikisha for old China, and a street-car for São Paulo! I'll choose with care my bridal chair when I go to wed a land.



## SIGNS OF SPRING



• THE FIRST CROCUS... the first robin... and the new Dunlap hats—born for your spring tweeds and tailored clothes. The discoverer of the crocus wears Dunlap's "Metropolitan\*." In felt, Panama or fancy straw, \$10.75. Lady coaxing the bird wears the Dunlap "Wanderer\*." Felt, fancy straw or Panama, \$7.50. New spring colors and town shades.

**DUNLAP**  
NEW YORK  
**DUNLAP**  
**HATS**

**Best & Co.**

NEW YORK • MIAMI

\*TRADE-MARK

O'CONNOR & MOFFATT, SAN FRANCISCO  
THE MAY CO., CLEVELAND • KAUFMANN'S, PITTSBURGH  
Agents in Principal Cities



*In Denver...at The May Company*

.....Those Who  
STAY GLAMOROUS  
Through the Years



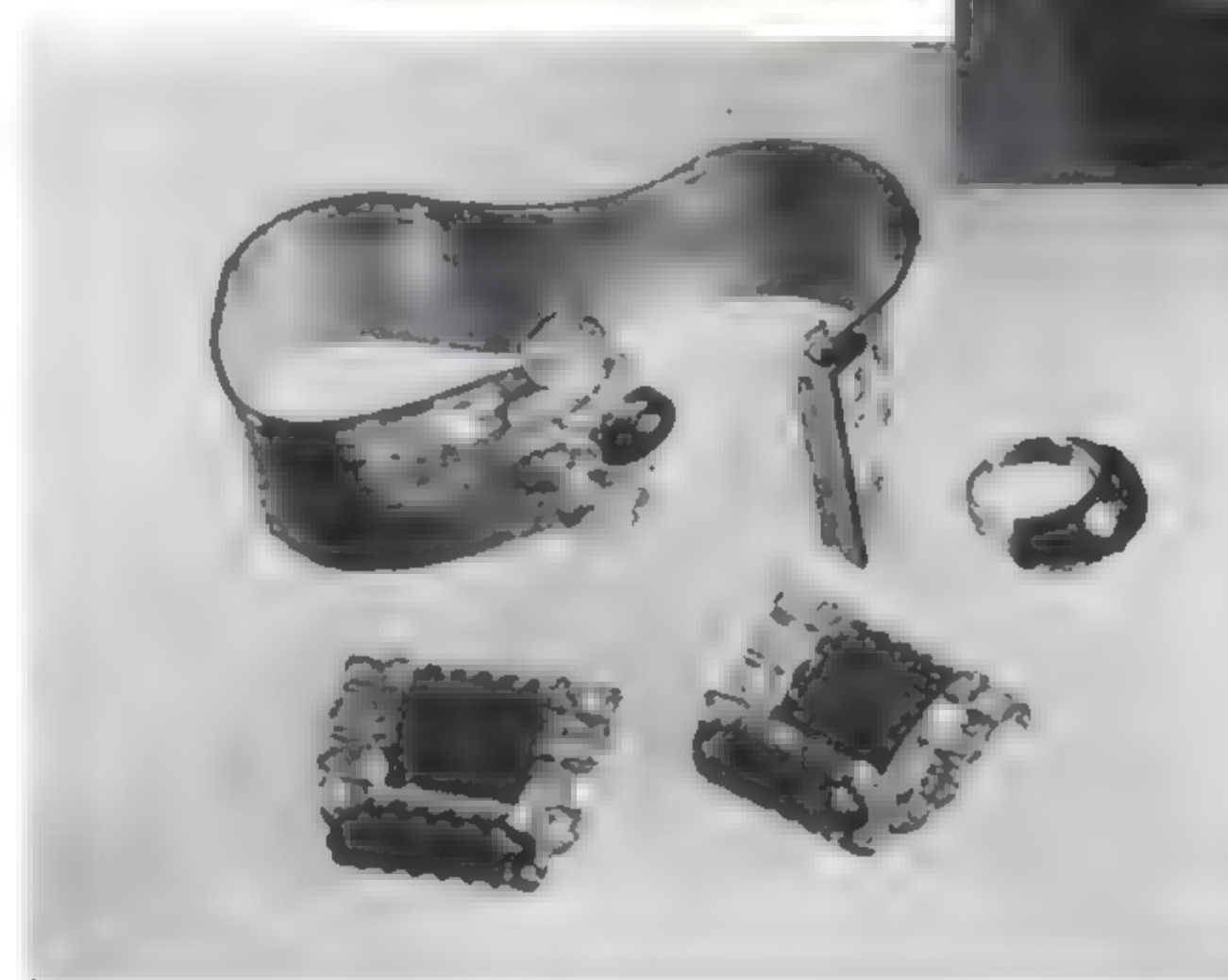
...always ask for Gossards. Beauty and that air of smartness are utterly *dependent* upon the grace and slenderness of your figure. How often have you promised yourself to remove those pounds and bulges by diet and exercise? Did you? But you *can* follow the Gossard way to Beauty! The model illustrated (4813) is of satin, satin elastic and lace.



*The* GOSSARD *Line of Beauty*

THE H. W. GOSSARD CO., Chicago • New York • San Francisco • Dallas  
Atlanta • Toronto • Melbourne • Sydney • Buenos Aires

*New Jewels*



Van Cleef and Arpels take simple, flexible gold bracelets—the sort our grandmothers wore—and turn them into luxurious jewelled pieces by adding precious stones. Above, a bracelet of gold links has a diamond-and-sapphire motif at one end; a diamond clamp at the other. The clips are to match—the gold links flanked by jewels. And the gold ring is paved with sapphires



Cartier hangs long carved tubes of emeralds and bunches of ruby grapes from a fine diamond necklace that hugs the throat closely. The effect is faintly Oriental, but with a feeling of modern design that keeps it from being in the least arty. Incidentally, this throat-hugging type of necklace with hanging pendants seems to be replacing the choker in smartness—especially for evening wear



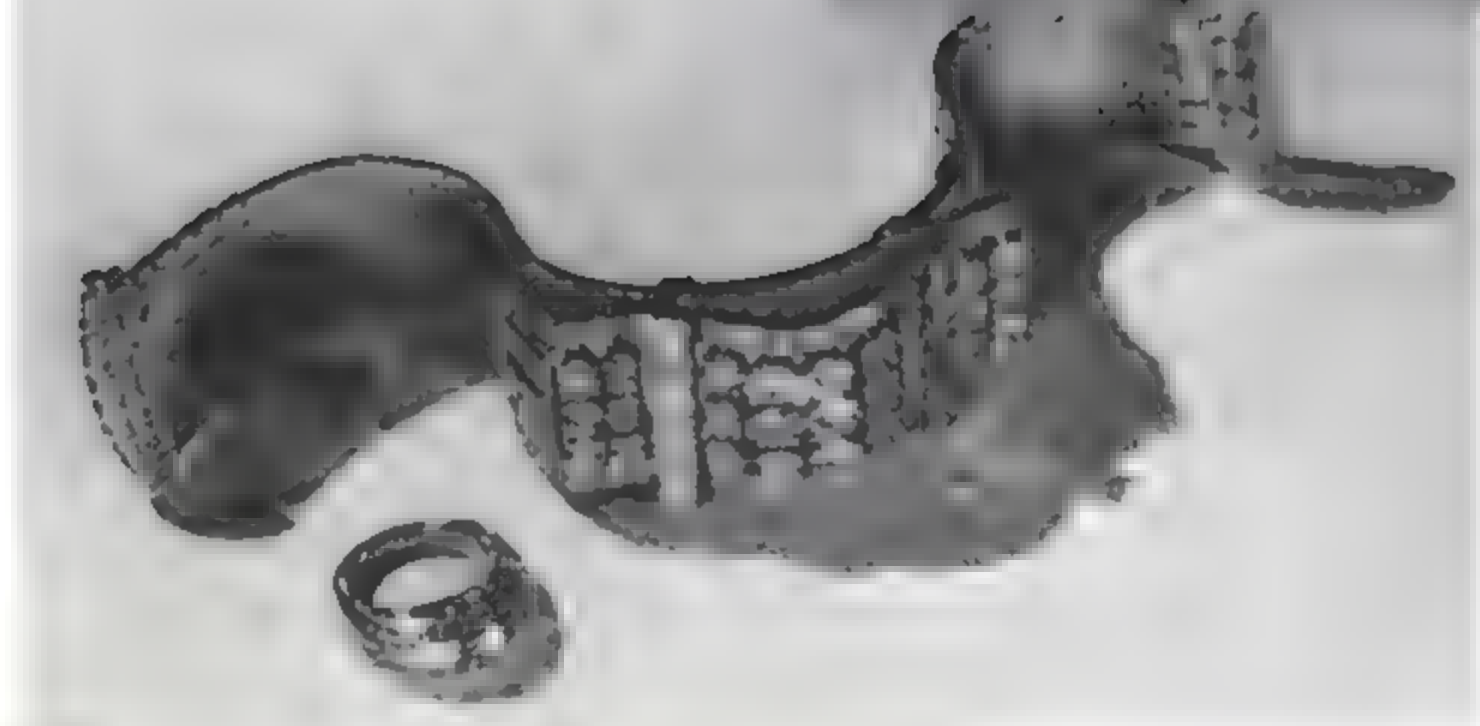
Cartier cuts corals into bittersweet berries and strings them, three deep, on a fine mesh platinum rope, for the bracelet below. A bunch of coral berries hangs on the platinum safety-pin that anchors the scarf, while another pin is headed with coral. Coral is superb with black and perfect with tailored clothes—here you see it worn with a black wool Creed suit and Nicolet gloves



Van Cleef and Arpels use supple platinum bands—patterned after the gold basket-weave bracelets of two generations ago—for the bracelet below. Large round diamonds are mounted on the bands, to arch high over the wrist, and a diamond clamp, instead of a catch, fastens the bracelet. The ring has a mound of diamonds set flat as paving-stones. Ermine cape from Molyneux



POTTIER, PARIS



STETSON PRESENTS

CO-ED, a man-tailored felt, and UPTOWN, a ballibuntl sailor. From a colorful collection, designed to wear with your spring ensemble.

*Stetson  
Hats*





## VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 35)

## Lessons in Make-Up

• California sunshine is fine for the disposition, but hard on the complexion. After a few days of it, you find yourself using much more cream than ever before, and soon you will want to buy some. If you are in Los Angeles, it's fun to get it at Max Factor's new salon, where the movie stars go. Behind the handsome modern front and the smart salon are little rooms where you discover how little you know about your own face, while an expert experiments with make-up. This is no casual counter demonstration; it is a good, thorough study of the best make-up for you, under daylight, electric light, and spot-light. You sit in a comfortable chair before a dressing-table till perfection is reached, and then you are taught how to put the make-up on. If you don't get it right the first time, you come again, but, after you've mastered the technique, all you have to do is to buy the cosmetics.

Back of the salon is the factory, an enormous place that wouldn't be possible plunk in the middle of any other city. There is every type of laboratory, and every ingredient that goes into any Max Factor product is tested so carefully that you feel that you could safely eat it. There is a cosmetic library, and, also, a perfume-room in which a famous *parfumeur* is experimenting—just in case Max Factor decides to go in for perfumes. But most impressive of all are the factory rooms themselves—enormous rooms, white from ceiling to floor, with white machinery and white furniture and white uniforms, and a blaze of California sunshine making them incredibly dazzling and spotless.

## Coiffures and Cocktails

• Having gone to Max Factor for your make-up, you will certainly go to Westmore for a shampoo and wave. Not only is this the great motion-picture wig-maker and coiffeur, but it is also something to see. The salon dazzles you with its mirrors and its elegance, and, while your hair is being shampooed and waved, you are served bouillon or fruit-juice in the morning, cocktails or tea in the afternoon, and you can have your palm, cards, or tea-leaves read. You are also regaled with tales of how Irene Dunne comes in at six-thirty in the morning for make-up; of the great day in which Westmore did work for Princess Katherine of Greece, Baroness de Rothschild, Katharine Hepburn, Greta Garbo, Marlene Dietrich, Mae West, Norma Shearer, and Jean Harlow, all between nine and five-thirty; and of the attention given to Shirley Temple's curls. In addition to the attendants at the salon, there are Westmore men daily on the lots at Warner Brothers, Twentieth Century Fox, Paramount, and Walter Wanger. There are also rooms for men in the salons, and upstairs, in the wig factory, there are modern replicas of practically every famous star's head, so that a wig can be made at a moment's notice.

## Want Ad

• Things I wish we had in New York: flowers delivered in Cellophane boxes, through which the blossoms look enchanting. Little combs (in public dressing-rooms) made of cardboard like picnic spoons and forks; you use them once and throw them away. Slot-machines in which you put fifteen cents, getting back a carton holding one hundred cubes of ice—marvellous for apartment dwellers who have small electric ice-boxes and give big cocktail parties. Cream of artichoke soup. Parking spaces in the very centre of town, where you can leave a car all day for ten cents. Flower stalls at every few corners, with amazing flowers that cost next to nothing.

## For Visitors to Mexico

• If you're planning by any chance to be in Mexico City on the first of February, there is an event taking place that you should know about. The Grand Red Cross Ball is to be held at the Palace of Fine Arts; and Joske Brothers—the leading shop of San Antonio, just across the border in Texas—are staging at the Ball what they call an International Style Show. You'd better go.

## In Florida

• In Miami, don't forget that Burdine's has betaken itself to Lincoln Road—to a brand-new building, with lovely modern interiors by Eleanor LeMaire. Here you—and your husband, too—will find ready-to-wear vacation clothes that are definitely right. And a beauty salon on the balcony.

## And in New York

• The Lace Ball, on February 11, will shower the Waldorf-Astoria with miles of cobwebby lace—lace worn by the guests, lace dresses sent from Hollywood and from Paris, and lace dresses made in New York shops.

Underneath all the lace, however, there is a very real reason for the Ball—the Children's Village in Dobbs Ferry, to which will go the proceeds of the Ball. The Children's Village offers shelter to boys who are underprivileged and who might otherwise become part of every city's riffraff—and perhaps worse. It turns delinquents into useful members of society—and if you have ever seen (as we have, at Dobbs Ferry) hundreds of boys acting as naturally and happily as any boys in one of America's best schools, you will want to go to The Lace Ball for more than the gaiety of one evening.

## Fine Arts

• There are four Art Exhibitions that you will want to see: The Goya Exhibition at the Metropolitan Museum of Art; the Exhibition at the Knoedler Galleries, from February 10 to 22, of the work of Alexandre Iacovleff; the Annual Exhibition of the National Association of Women Painters and Sculptors (it ends on February 11) at 42 W. 57th St.; and the W P A Federal Art Exhibition at 7 East 38th Street. "FLANEUSE"



Six Cheers for these Manhattan Suedes! Three for Bemberg and three for L'Aiglon. To the Bemberg Yarns they owe their rich, dull lustre and flattering softness and to L'Aiglon their exciting new styles and careful tailoring. Wear them for fun on your days out and days in and be as active as you please. They need no pampering. Just send them to the tubs when you find their beauty getting drab. They're ready for you at your favorite store in sizes from 12 to 44 in all the new light shades. \$5.95

BIBERMAN BROS., INC. • 1350 BROADWAY, NEW YORK



# PRIX de PARIS

## Quiz Number Four

- ① Using pages 42, 43, 50, 51, 52, 53, 54, 55, 60, 61, 64, 65, 70, and 71 of the January 1 issue as your sources, write a Southern Fashion article of the same length as "Fair Weather Furs" on page 45, and give it a title.
- ② Which in your estimation is the best, and which is the worst double-page spread (two facing pages) in the January 15 issue? Give the reasons for your opinions.
- ③ Number in the order of their fashion importance the following points in the two costumes on page 60, January 15 issue:  
     Silhouette  
     Colour  
     Fabric  
     Details
- ④ Given the fifteen pairs of shoes on pages 64 and 65 in the January 1 issue, how would you present them in a double-page spread, using a new and effective device? State whether they are to be sketched or photographed, and why.
- ⑤ Suppose that you are one of the editors of Vogue; a cosmetic manufacturer has asked you to say what, in your opinion, is the type of beauty advertising that Vogue readers respond to most readily. Answer his question by writing an advertisement of a cosmetic—any cosmetic—as well as describing the illustration you would use for it and suggesting a layout.

## VOGUE'S PRIX DE PARIS THESIS

Below we publish again the subjects for the Prix de Paris Thesis. Choose *one* of the four suggested topics; and write a thesis not more than 1500 words long. It must be posted not later than midnight of April 20.

- ① Assume that you are the Editor of Vogue. Outline the changes you would make in the magazine. What new departments would you suggest that would appeal to younger women? What to older women?
- ② Write an article on any subject which you believe would be an appropriate Vogue feature, and suggest the illustrations.
- ③ Assume that you have won a sweepstake prize and that you have unlimited means at your disposal. Describe how you would spend your first thousand dollars on your personal appearance—including clothes, cosmetics, beauty treatments, jewels, and so forth.
- ④ Using the actual advertisements in Vogue as your examples, make an analysis of present advertising trends; telling what you consider are good advertisements and why; and what are unsuccessful advertisements, and why; and suggesting new attacks in advertising wherever possible.

HANDCRAFTED BY

*Bradley*



*"Senorita" has Goya charms! Light, looped flowers at throat and wide-at-top sleeves. Of rich, new "Caronne", knit by Bradley in clear colors - good day and night.*

At points North, East, South and West in fine stores  
 THE DAYTON COMPANY      STRAWBRIDGE & CLOTHIER  
     Minneapolis      Philadelphia  
 THE WHITE HOUSE (Raphael Weill & Company), San Francisco  
 THE J. L. HUDSON COMPANY      B. ALTMAN & CO.  
     Detroit      New York

**BRADLEY • DELAVAN, WISCONSIN**



## Young Mrs. Kimball

KNOWS A THING OR TWO!

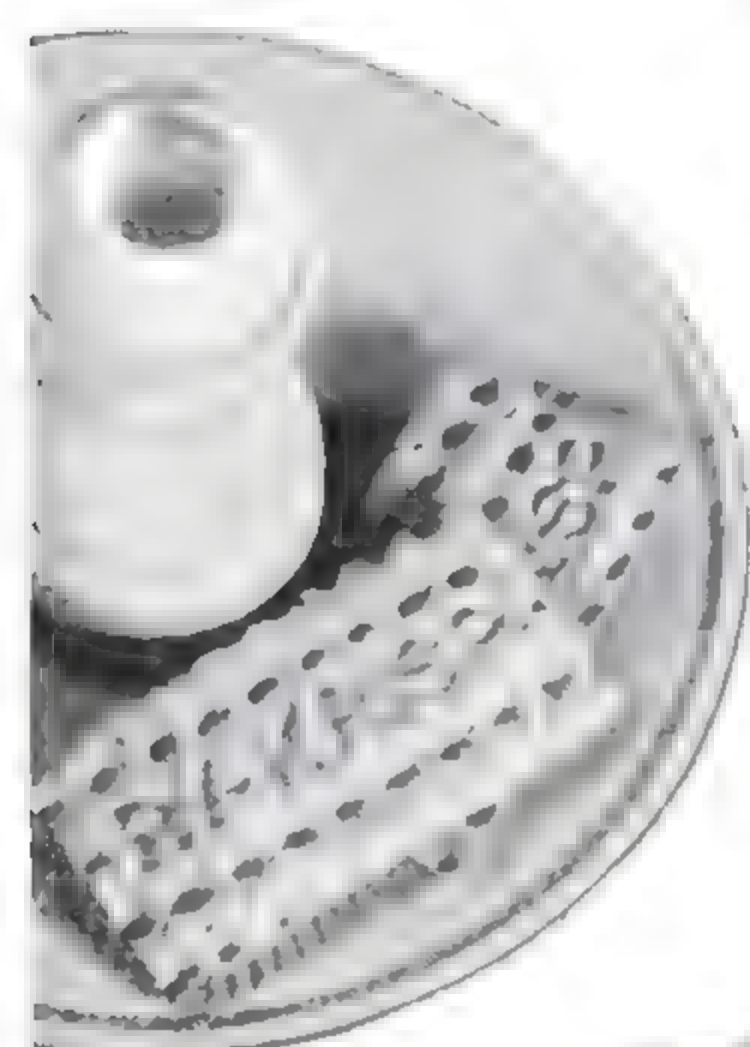
When it comes to serving food, Clarissa Kimball has the trick of pleasing all the people all the time! "I give them Ry-Krisp and they love it," says Clarissa. You see, it's novelty we all like; and there's something really *different* about these crunchy wafers with the teasing whole rye flavor. They're astonishingly versatile, too! Prove it by serving them at every meal—as crackers, toast or bread! Just see how much *more* popular they'll be with grownups and children, too. Relatives and friends who are bent on staying slim will praise you especially for providing Ry-Krisp... because these toothsome whole rye wafers are low in calories—a perfect substitute for starchy foods one shouldn't have! . . . . .



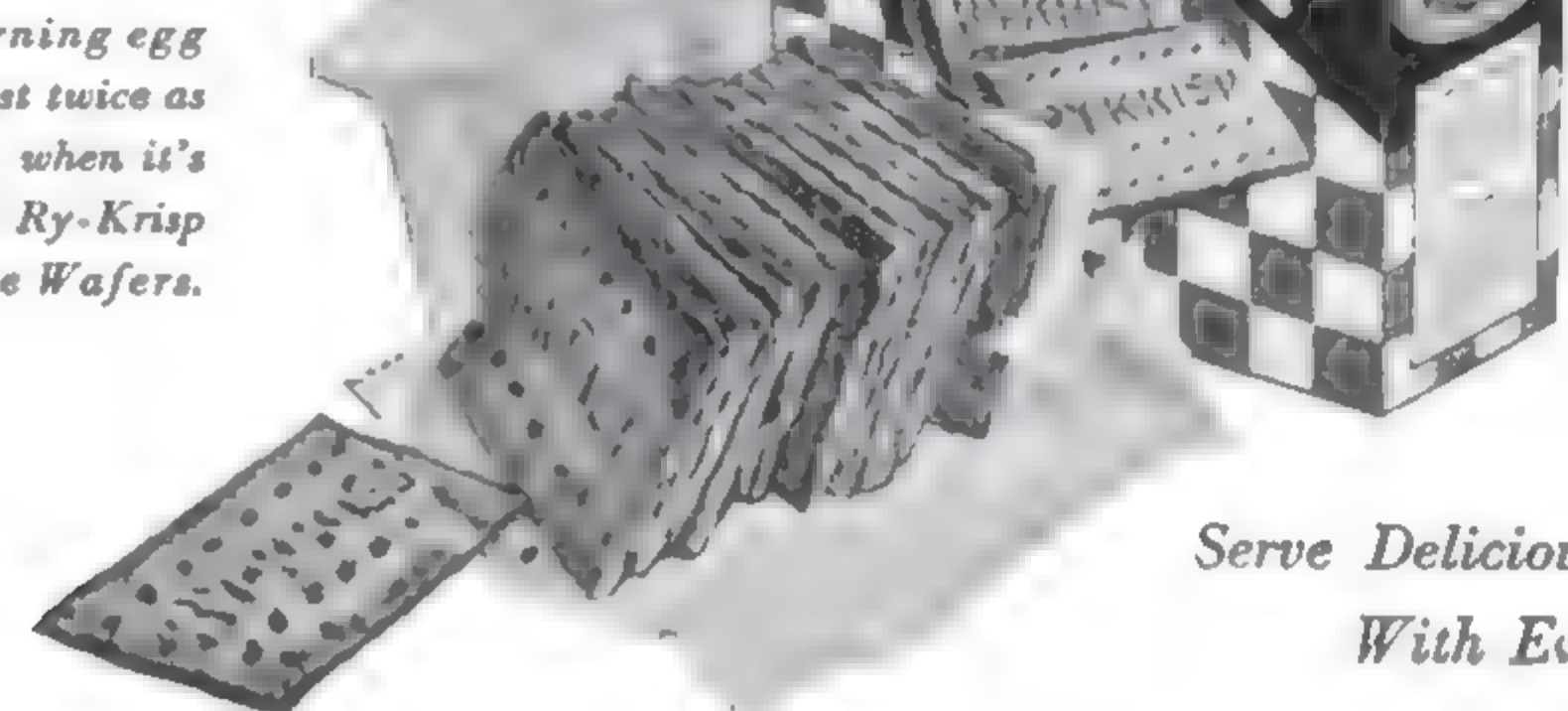
A brittle wafer of Ry-Krisp floating in a bowl of savory onion soup! There's flavor for you!



Wholesome foods, interestingly served, and plenty of Ry-Krisp can make family dinners an event.



One's morning egg becomes just twice as appetizing when it's eaten with Ry-Krisp Whole Rye Wafers.



Serve Delicious RY-KRISP  
With Every Meal

EVEN DAD, who's long on meals outdoors, prefers Ry-Krisp. He says it's great because it's light, easy to pack, stays crisp and full of flavor.



ANDERSEN

Port and brandy bottles ride on an old English coaster cart. The reproduction of a Sheffield scuttle and scoop will hold rock-candy, sugar crystals for your coffee, or cigarettes. From Décor

## URNS WITH A GOURMET

THE other night, as we were dutifully leaving a dining-room in the wake of our hostess, we almost popped back in again at the sight of the entrancing cart (which you see above) that was being put down on the table for the benefit of the lingering gentlemen. Not only would we have liked some of the port and the brandy that reposed in the Waterford bottles, but we would also have liked the fun of pushing the cart up and down the table. We were only partly consoled by the appearance of sugar crystals for our drawing-room coffee in a miniature silver coal-scuttle with a scoop (also seen above). Being relentless in our pursuit of things we love, we asked our hostess where she discovered these treasures. She expected to be asked anyway, and immediately said she found them at Décor, on East Fifty-Seventh Street.

• One of our own favourite uses for brandy after dinner is to burn it on sugar over our black coffee. Not only does it make the coffee taste divinely, but the flame is such fun—just as a blazing dessert is always a festive end to a meal. Nor is it necessarily brandy that makes the blaze. We had the most superb *poires flambés* recently, which were made with rum. They were Beurre Bosc pears to begin with, cooked only enough to be tender and hold their shape, then popped into a hot sugar syrup flavoured with rum, with rum poured generously over them and set aflame just before they were brought in to the table. A simple procedure for such an impressive and delectable dish.

• We have discovered a new roll. It is called a butter roll, and we came upon it at Slama's, in their new little hand-box of a bake-shop at 782 Lexington Avenue. It has always been a lovely idea to us to think of Slama's making beautiful rolls and rushing them forth at the crack of dawn, so they are delivered fresh and crisp that very morning in time for your breakfast. Their croissants are things to dream of, and these new butter rolls also have a bit of the croissant quality, but with feathery insides. All you have to do is to telephone your order and ask for your rolls to be sent on the early-morning

delivery, either from the original shop on Madison Avenue or the new branch on Lexington. There are other things at Slama's besides rolls. Their cheese pastries have made history at cocktail parties, and they love to make up birthday cakes to your own specifications. Also, they do very well by you with ices and *bombes* and *petits fours*.

• Not long ago we had a Welsh rarebit concocted before our eyes that was incredibly smooth and beautifully blended. The procedure had been conducted with many flourishes, and we noted that the cheese had been scooped out of a stone crock, so, after all had been consumed, we went to the sideboard to investigate. (It takes no detective mind to perceive that we become practically the Inquiring Reporter when we are a guest, but hosts and hostesses never really seem to mind.) At any rate, this cheese was not only in the crock, but it was part of it, so to speak, for it was Kraft's Creamed Old English Cheese in the new crockery casserole in which it is now put up. (Kraft calls them casserolettes.) We had always thought this Old English cheese was an excellent thing to have on hand, but we had never before tasted it in a rarebit or seen it in its new casserole. Now we approve of both. With its creamy texture you get an almost fool-proof rarebit—smooth and lumpless. And as for the crockery casseroles (one-pound and half-pound sizes), you can cook in them, once the cheese is gone, or use them in your ice-box, where they look very handsome. The new containers have joined the vast array of Kraft cheeses that are to be found in food shops everywhere.

• A new tidbit that we had recently with champagne cocktails was a paper-thin sandwich of black Russian bread with purée of foies gras. The bread was cut "to see the knife," with the crusts left on, and each two slices cut into four little sandwiches. This foies gras had just been puréed for the purpose of sandwich making, but it occurred to us that this might be an excellent way to utilize the puréed foies gras that comes in tins or potted ham or tongue. Seemed rather a fresh note.



## THE READER WRITES

DEAR VOGUE:

For a long time, I've wanted to write to you. I've wanted to tell the editors—as though I were sitting across from them at their modern desks—just how a married, interested-in-fashion, dressing-on-very-little, Middle-Western reader uses their magazine.

Of course, our shops in Illinois show, promptly and with much pride, the frocks and coats chosen or approved by Vogue—but this one reader, at least, doesn't buy a new frock every month. However, there are other uses for Vogue. When you say, across the bridge table for instance: "Skirts are a bit shorter this season," adding, "according to Vogue," you may bask in the prestige of quoting an authority.

Then, you want last year's blue wool dress changed at the neck-line, with a certain twist in the scarf. The dress-maker looks hazy, says "U-m-m," and proceeds to give exactly the opposite twist. A great deal of nervous energy, time, and discouragement is saved by opening Vogue, pointing with your finger (the nail of which is in a correct shade, according to Vogue), and saying: "There, just like this picture!" And, lo! the trick is done.

Then there is the milliner—not the most exclusive and expensive milliner, for she knows fashion well, but the milliner who makes over hats, refurbishes them for almost nothing. You say: "I want a feather on my sports hat *here*—a tiny tailored feather." She looks bewildered—her customers have been putting them elsewhere. You whip out your copy of Vogue, thumb a page or so, and say: "Just like that," and, before her startled eyes, you take the centre from a gleaming breast of feathers designed to top a most sedate and respectable matron's hat, and find the tiny stiff feathers that are perfect for your old brown felt.

A length of cable cord, a bias covering of the soft wool of the dress, silver balls from a pair of earrings for the ends of the cords—and you have a smarter-than-smart finish for the neck-line of a straight, simple dress. But imagine trying to get even the dress-maker-with-a-vision to see it, if there hadn't been a Vogue there to give the inspiration. That was a year ago this winter, and cord neck-lines are everywhere in town now.

Almost always, we can buy the cosmetics discussed in Vogue, for the cosmetic people have "covered the country" very well. But, of course, we can't go to a New York beauty salon

for a facial or a chic hair-dresser's for a hair-cut. So we tuck Vogue under our arms, go to the best barber that the town affords, and tell him that we want to resemble (slightly) the lovely head in some particular picture. He always does his level best to perform the miracle, for he knows that at least we know what we want, and that careless chopping or—horror of horrors!—electric clipping just won't do.

And if the best cleaner in town has a great desire to iron great, stiff, knife-edged French pleats in ruffled curtains, and no argument can shake him from his straight-edged course, you put a Vogue in front of him. You point to the photograph of softly draped curtains in Mrs. Somebody's house, and say: "I want them like that." Not only do you get softly draped curtains, but you get them without that sly look that says as plainly as words that the cleaner thinks you just a little mad.

Even Bertha, good plain old Bertha in the kitchen, clears a space and looks on in awe as you concoct a recipe from Vogue. Quite often, it takes a bit of shopping to find some of the ingredients, but the praise of your lunch guests is worth all the trouble.

It's fun, too, to shop with Shop-hound. My own Scottie had the very first plaid collar in my town. It came from a smart sports shop in New York, via Shop-hound. He had worn his out before the collars were obtainable here.

And so it goes. From cover to cover, we study Vogue as we would a textbook. We study the photographs. We adopt ideas for placing a clip, initialing a sweater, arranging a centre-piece, hanging a picture. We use the patterns. We even read the ads. We Cover the Town with Vogue—and who cares if we can't go to the Tavern-on-the-Green for lunch or the Rainbow Room for dinner? We know what people who go there say, wear, almost what they think.

I'm not dissatisfied with my own Middle-Western city. I like it. I like the people, the life, the shops. In fact, I'm happy here—but I know I wouldn't be so happy (or so confident that even my last year's suit has a certain flair) if it weren't for Vogue. It sounds like a testimonial, all this, but it is really only an honest appreciation of a great semi-monthly incentive to a smarter and more interesting existence, a definite mental lift. The postman never rings twice on Vogue days!

Sincerely yours,  
NAN HUDSON

We make no bones about it—we like praise and encouragement such as this interesting letter from a reader gives us. And if more readers feel moved to write in and tell us how Vogue helps them, we'll feel even better. Criticisms, too, are in order, for, instead of discouraging us, they're the best incentive we know to spur us on. Anyway, write to us!



### EVERFAST CLOQUÉ PIQUE THAT WILL NOT SHRINK

Newest of the new cottons — printed *cloqué pique* that is Sanforized-shrunk. For glamorous nights wear this pique evening dress with tailored pique jacket in white; for day, this smart ensemble with its fitted short-sleeved jacket of the print over the white sports dress. Or wear the flowered jacket with the evening dress making a matching dinner suit. These smart Everfast piques come up crisp and fresh from each tubbing and retain their original fit because they are Sanforized-shrunk. Sports ensemble dress and jacket—39.95; evening dress—40.00; evening jacket—19.75.

EVERFAST  
*Cloqué Pique*  
FAST TO  
SUN WASHING  
SANFORIZEDSHRUNK

● DePinna . . . New York, Miami  
Neiman-Marcus . . . . . Dallas  
Martha Weathered, Inc. . . Chicago

*Sanforized-Shrunk*  
40 WORTH STREET NEW YORK CITY



# Spring song



"SPRING SONG" is set to the current note in fashion and styled for sports, cruise, travel, town and country wear. It fits your face and becomes your mood, for you may wear it down all around, up in back, or rolled on the side—any way that suits your fancy. In a choice of new and correct colors . . . in a full range of head sizes. Spring Song and other Trimble Hats for Spring at Tally-Ho Shop, **SAKS-FIFTH AVENUE** and leading stores throughout the country.

## TRIMBLE

THE AMERICAN HAT COMPANY • 711 FIFTH AVENUE, NEW YORK

## ANSWERS TO CORRESPONDENTS

ANY reader can obtain from the Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on fashion and costume; on household decoration; on shops dealing in merchandise of interest to Vogue readers, and on other subjects that fall within the scope of this magazine, by conforming to the following rules.

### RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or the end of every letter.

(2) In order to answer all inquiries promptly, it is suggested that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish (without actual names) any inquiry and answer that it considers of interest to its readers.

(4) As there is no shopping service connected with Vogue, no shopping commissions of any sort can be undertaken. However, Vogue Information Service will gladly suggest shops where direct purchases can be made.

Miss H. R. R.: I am employed by a large company, and am a member of the staff of one of its largest departments. I am to be married shortly. Is it correct for me to send announcements of my wedding to my co-workers in the department? In the case of the executives, should I send the announcements to their respective homes, addressing each one to "Mr. and Mrs. X—" or should I send them to each executive at the office address?

Ans.: It is perfectly correct, and certainly a polite gesture, to send wedding announcements to all the members of your department that you know, including the executives. The announcements should be sent to their homes, addressed to "Mr. and Mrs. X—." A wedding announcement, after all, is a personal thing, and there is a slight incongruity about sending it to an office.

Miss A. A. M.: I should appreciate some information concerning the correct mourning for a very near relation. How long is an entirely black costume worn; are black stockings and a black crape veil still obligatory; is it considered a breach of etiquette to go to a concert or opera during the period of mourning?

Ans.: Mourning conventions have changed so much during the last ten or fifteen years that now the length of time that full mourning is worn is entirely a matter of personal feeling. While once, deep black was worn for from one to two years, now many women wear it only for a few weeks, or at most a few months, even when they have lost a very near relation. Widows are an exception to this, in many cases following the older custom, but even they do not wear the long, heavy black veils that were once seen. In general, mourning is now a matter of wearing smart black dresses of some dull material (such as crêpe, georgette, or wool), with all-black accessories. Black stockings, or very dark grey stockings that give

the effect of sheer black, are worn as long as one is wearing mourning. Black crape veils are seldom seen except at the funeral and for a few days afterwards, and then only when the wearer feels that she wishes the protection that they give her. The little black veils that are now a part of the mode are frequently worn, sometimes with and sometimes without the addition of a narrow black border. Although a person in deep mourning does not go to parties, there is no reason why she should not go to a concert or the opera or to a play, if she wishes.

Mr. A. R. C.: Is it always necessary for a man to remove his hat in an elevator? And should a man remove his glove when shaking hands with a woman who is also wearing gloves? It always seems rather an awkward gesture, but I have always been taught that it was rude not to do this.

Ans.: It is not always necessary for a man to remove his hat in an elevator. In an office building, for instance, it is an unnecessary gesture—although, needless to say, still a polite one. In any public elevator, such as an apartment-house or a hotel, men need not remove their hats unless there is a woman in the elevator.

We agree with you that the gesture of removing a glove to shake hands is often an awkward one. Nevertheless, it is still correct. If, however, a man should meet a woman unexpectedly on the street, and she should put out her gloved hand at once, to struggle with his glove would be foolishly over-polite.

Mrs. L. R. G.: Will you please tell me whether little girls are still expected to curtsy when they are introduced to older people? I did it as a small child, but so many of my friends' children have never been taught to curtsy that I have wondered whether the custom had gone out of fashion. Also, will you please tell me at what age a small boy should take off his hat when being introduced? I have taught both my children to shake hands firmly and to repeat the name of the person to whom they are being introduced, after they have said "How do you do." My five-year-old boy seems to have difficulty remembering all the things he should do when he is introduced.

Ans.: A few years ago, every well-brought-up little girl in the East curtsied to her elders, but, although the custom is a charming one, it has been discarded in many parts of the country. Our feeling in the matter is that to force a child to do anything that makes it unnecessarily conspicuous is, in general, rather cruel. If you feel that to have your little girl curtsy will produce this effect, then our advice would be to ignore the custom. It is not of sufficient importance, since you have taught her to shake hands well and speak clearly the name of the other person. We feel that for a boy to learn to remove his hat is a real necessity of good manners, however. But adult social life seems very complex to the young, and if, at five, your son has trouble remembering everything, we suggest that removing his hat be taught slowly. You may find that if you slip it off for him it will help him to learn the habit.





POTTIER

Repeating its Cannes' success at Palm Beach—this rough white linen dress by Kostio de War, with a nubby crocheted yoke

## SHOP-HOUND COVERS THE GROUND

• (Continued from page 86) The passage of the years may make us fonder of our friends, but a few months' acquaintance with our clothes, and we begin to sigh for new ones. A visit to Irene Jones, 11 East Fifty-Seventh Street, will give a fillip to a February afternoon. A gay silk dress has Greek characters stamped, in Dubonnet, on a deep blue ground (it's called the alpha print, and you can brush up on your Greek in spare moments); the three-quarter length sleeves have a narrow pleated border, and the stand-up collar is of two rows of the same pleating. (About \$85.) A black wool piquette dress (with no educational value, but a lot of natural charm) has an insertion of green, orange, and terra-cotta Indian printed silk from neck to hem, giving an open coat effect. And for the evening, a full-skirted shirred taffeta dress, over which goes a jacket with enormous, square, puffed sleeves. (About \$175.) The same puffed sleeves are used on an *ombré* velvet jacket, shading from navy-blue to light blue, worn with a Mediterranean-blue chiffon dress having a V back cut fairly high—a point for women who don't care for low backs. Miss Irene Jones has day dresses from around \$55, and evening dresses from around \$75.

• Women who have trouble finding the right corsets, and women who wage continual warfare against adipose tissue, should pay a visit to Minerva Sacks, 435 Park Avenue, for she is adept at concealing the flesh beneath cunningly designed corsets. Mrs. Sacks has studied European methods of corsetry and uses imported materials. Her prices start around \$12.50. For people with difficult figures she makes to order, and you can talk things over with Mrs. Sacks while seated on a stool before a dark blue glass bar in her shop, which is, as she says, as big-as-a-minute. She has also designed a brassière, for women who need uplift, made of satin and lace, with a hidden band of elastic that does the trick

(around \$5.50). The same idea is also carried out in batiste, for smaller women (around \$3).

• All conversation these days is punctuated by the rasping, flipping, and scratching of matches setting fire to endless cigarettes. But Hammacher-Schlemmer has a new bridge-table lighter that is soundless. It is dice shaped, and you simply apply the tip of your cigarette to it, inhale, and it lights. And until some one invents a lighter that ignites from a flash of your eyes, there won't be an easier way of getting a light. In chromium, these cost about \$15 a pair, and in ivory about \$5. Talking of bridge, you should know of the playing-cards which can be washed, which can not be bent, creased, or curled, and whose allotted life-span is over a year. They're called "Kem," and cost about \$6 for two packs, from Hammacher-Schlemmer. And from this same shop comes a bridge game-book, bound in tooled leather (about \$4), in which you record the history of your games and the sums you lose or win. I'm sending it to a dozen friends.

• The International Silk Guild believes in encouraging the young idea; it is also interested in promoting American designing. So it organized a contest among high-school students, and over three hundred entries were submitted. A committee of experts, including a representative of the Metropolitan Museum of Art, judged the entries, and a sixteen-year-old girl carried off the first prize. Her design, which has been produced in silk chiffon, is a lively floral pattern combining Algerian-red, mustard, and light green. She found the inspiration for this design in a pile of mustard leaves in her mother's kitchen. All the prize-winning designs, produced in pure silks, are on a personal appearance tour of the country. They will make their bow in the art museums of the big cities and will be on sale in the important shops throughout America.

"Only **NATURAL MAKE-UP**  
is smart this year!"

says **ROBERT PIGUET...**  
noted Paris Couturier!



ROBERT PIGUET opened his "maison de couture" only two years ago. One of the youngest French couturiers, his fashion creations have already met with acclaim both in Europe and America.



## This season's fashions call for naturalness... bright red lips are no longer smart!

• In Paris, New York and Hollywood, well known designers are sponsoring the vogue for naturalness. M. Piguet, whose glamorous gowns created such interest at the Paris openings, is another who favors more natural make-up this year.

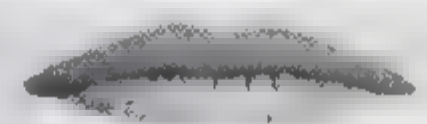
And wherever you go you will notice that the smartest women are going in for natural lips. That's why Tangee Lipstick is more pop-

ular this season than ever before.

For Tangee can't make your lips look painted, because *Tangee isn't paint*. Instead, by intensifying your own natural color, Tangee makes you appear lovelier, younger looking. If you prefer more color for evening wear, use Tangee Theatrical.

Try Tangee. It stays on for hours, and never comes off on handkerchiefs or cigarettes. Also, its special cream base always keeps your lips soft and smooth, with no danger of chapping or parching. Tangee comes in two sizes, 39c and \$1.10.

• BEWARE OF SUBSTITUTES... when you buy. Don't let some sharp sales person switch you to an imitation... there's only one Tangee.



UNTOUCHED: Lips without any lipstick often look faded

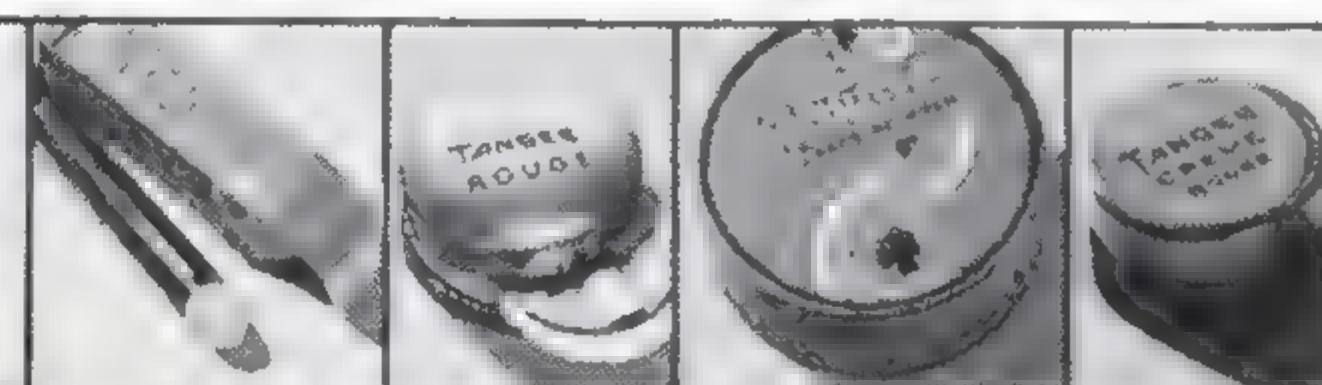


PAINTED: Lips colored with paint look unnatural



TANGEE: Intensifies the natural rose of your lips

World's Most Famous Lipstick  
**TANGEE**  
ENDS THAT PAINTED LOOK



*New* **FACE POWDER**  
Now contains the magic Tangee color principle which makes your skin look younger, more natural, and ends that powdery look

THE GEORGE W. LUFT COMPANY, NEW YORK



## SOCIETY

BIRTHS  
NEW YORK

**Coale**—On November 21, to Mr. and Mrs. Griffith Baily Coale (Elizabeth Alice Van Antwerp Manning), a daughter.

**Cowles**—On November 27, to Mr. and Mrs. Francis R. Cowles (Elizabeth Colgate Rumbough), of Greenwich, Connecticut, a daughter, Elizabeth Colgate Cowles.

**Dodge**—On December 17, to Mr. and Mrs. Marshall Dodge, junior (Mary Reed), of Lawrence, Long Island, a son.

**Hurd**—On November 29, to Mr. and Mrs. Richard M. Hurd, junior (Helen L. Ward), a son, Holcombe Ward Hurd.

**McAvoy**—On November 29, to Mr. and Mrs. Clifford T. McAvoy (Frances Boardman Chisolm), a daughter, Mary Boardman McAvoy.

**Mestres**—On December 14, to Mr. and Mrs. Ricardo A. Mestres (Anita McKim Gwynne), of "Harbor Acres," Port Washington, Long Island, a son.

**Norton**—On November 23, to Mr. and Mrs. Skeffington S. Norton (Susan Scott), of Glen Head, Long Island, a daughter, Janet Scott Norton.

**Patterson**—On November 27, to Dr. Russel H. Patterson and Mrs. Patterson (Virginia Ann Fox), a son, David Secomb Patterson.

**Stillwell**—On November 22, to Mr. and Mrs. Richard Stillwell (Agnes E. Newhall), of Princeton, New Jersey, a son.

**Turner**—In December, to Dr. Kenneth B. Turner and Mrs. Turner (Helen Forbes McIlvaine), a daughter.

## CHARLESTON, WEST VIRGINIA

**Patrick**—On December 10, to Mr. and Mrs. Edwin Fox Patrick (Mary Elizabeth Cabell), of Arlington, Massachusetts, a daughter.

## CHARLOTTE, NORTH CAROLINA

**McMillan**—On December 10, to Mr. and Mrs. Alexander McMillan, junior (Mildred Shepherd), a son, Donald Shepherd McMillan.

## CLEVELAND

**Caswell**—On November 1, to Mr. and Mrs. John Long Caswell (Jane W. Parker), a daughter, Judy Parker Caswell.

## BIRTHS

## DENVER

**Brandenburg**—On November 30, to Mr. and Mrs. Stanley Brandenburg, a son.

**Mueller**—On November 29, to Mr. and Mrs. Gilbert Mueller, a daughter, Cornelia Mueller.

## EASTON

**Swartz**—On December 19, to Mr. and Mrs. Mark Truman Swartz, junior (Eleanore Hicks Lee), of Easton, Pennsylvania, a daughter, Diana Lee Swartz.

## FALL RIVER

**Sherman**—On November 30, to Mr. and Mrs. Laurence R. Sherman (Virginia Durfee), a daughter.

## GUAYAQUIL, ECUADOR

**Mannix**—On December 23, in Guayaquil, Ecuador, South America, to Mr. and Mrs. John Warren Mannix (Editta Gorrell), a son, Henry Patrick Mannix.

## HOUSTON

**Coates**—On December 9, to Mr. and Mrs. Francis G. Coates (Emily Davis), a son.

**Moody**—On December 4, to Mr. and Mrs. L. Denman Moody (Ted Lewis), a daughter, Bebe Denman Moody.

**Smith**—On November 13, to Mr. and Mrs. Cabanné Smith (Lucy M. Thompson), a daughter, Emelle de Mun Smith.

**Winston**—On November 16, to Mr. and Mrs. James Overton Winston, junior (Ella Rice), a son, James Overton Winston, third.

## PHILADELPHIA

**Kelsey**—On December 1, to Mr. and Mrs. Charles Cashman Kelsey (Dorothy Bugbee), of York, Pennsylvania, a son, Charles Cashman Kelsey, junior.

## POUGHKEEPSIE

**Waterman**—On December 13, to Mr. and Mrs. Marshall N. Waterman (Serena Gow), a son, George Gow Waterman.

## ST. JOSEPH, MISSOURI

**Thompson**—On December 26, to Dr. Frederick Gregg Thompson, junior, and Mrs. Thompson (Katherine Chesney), a daughter, Mary Katherine Thompson.

PECK &amp; PECK



Scotch as a bagpiper are these new Braemar sweaters imported by Peck & Peck.

They're the famous Marl Shetlands in two-toned color harmonies—marl blue, green, maize or peach.

These Braemar sweaters are full-fashioned and 100% pure Shetland wool. The pullover is \$13.75, the cardigan \$16.75. Plaid skirt \$15.00. Felt hat \$7.50.

PECK & PECK  
FIFTH AVENUECHICAGO • CLEVELAND • ST. LOUIS  
MINNEAPOLIS • DETROIT • BOSTON  
PHILADELPHIA • WHITE PLAINS

## Tattoo YOUR LIPS



with transparent South Sea red, as the tropic enchantress does

CORAL  
EXOTIC  
NATURAL  
PASTEL  
HAWAIIAN

\$1

PASTELESS, transparent, highly indelible color for lips . . . instead of pasty coating. That's TATTOO! Put it on like lipstick . . . let it set a moment . . . then wipe it off, leaving nothing on your lips but clear, tempting South Sea red that only time can remove . . . and that will give your lips a touch-thrilling softness they have never had before. Five luscious shades . . . each attuned to the spirit of red adventure! Make your choice at the Tattoo Color Selector by testing all five on your own skin.

The Tattoo Color Selector is displayed on the toilet goods counter in all leading department stores.



BRIGHT

EYE DEAS

by Jane Heath

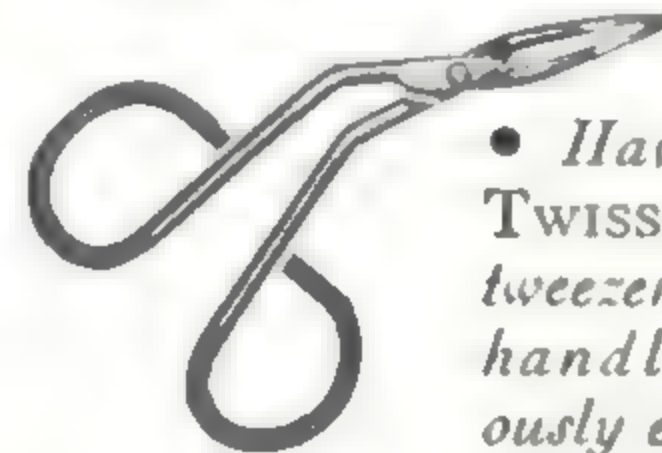


Is there some one for whose benefit you'd like to look especially lovely, evenings, in your lamplit living-room? Then this simple experiment may give you a brand-new idea on how to do it: Simply arrange your lamplight, make up your face as usual (omitting all eye make-up to start with). Then take your KURLASH and curl the lashes of one eye. Touch them with LASH-TINT. And shade the same eyelid with a little SHALETTE. Now—inspect your face closely in a hand mirror, as the light falls across it. One side seems softer, clearer, more subtly colored. The eye you have beautified glows and sparkles . . . its lashes seem far longer, darker and cast entrancing shadows. That's eye beauty! You'll never go without it—or without KURLASH—the unique little gadget that curls lashes without heat, cosmetics, or practice. (\$1 at good stores.)



LASHTINT, the liquid mascara, may be applied while the lashes are being curled. Simply smooth the little glass rod across them as they are held in KURLASH. LASHTINT delicately darkens the tips and it doesn't crack, stiffen, wash or weep off—in black, brown, or blue, \$1.

Another clever trick is to rub KURLENE on the lashes before you curl them, so they'll be silken and full of dancing rainbows. KURLENE is a scientific formula for eyelash health and luxuriance. 50c and \$1, in better stores.



• Have you tried TWISSORS—the new tweezers with scissor handles—marvelously efficient—25c.

Write JANE HEATH for advice about eye beauty. Give your coloring for personal beauty plan.

Kurlash

Address Dept. V-2, The Kurlash Company, Rochester, N. Y. The Kurlash Company of Canada, at Toronto, 3.



# SOCIETY

## BIRTHS

### SIOUX CITY

**Christiansen**—On November 20, to Mr. and Mrs. Louie F. Christiansen (Elizabeth Epler), a son, Louie Epler Christiansen.

**O'Donoghue**—On December 5, to Mr. and Mrs. Arch Fairburn O'Donoghue (Helen Dougherty), a son, Arch Fairburn O'Donoghue, junior.

### SYRACUSE

**Hills**—On November 10, to Mr. and Mrs. Willis H. Hills (Barbara Hoyt), a daughter, Eloise Hoyt Hills.

**Tuck**—On November 22, to Mr. and Mrs. Andrew Tuck, second (Marjorie Merrell), a son, William Merrell Tuck.

### TAMPA

**Henderson**—On December 5, to Mr. and Mrs. T. N. Henderson, junior (Elizabeth Carter), a daughter, Joan Henderson.

### TORONTO, ONTARIO

**Deeks**—On December 6, to Mr. and Mrs. George Campbell Deeks (Flora Featherstonhaugh), a daughter.

**Hees**—On December 24, to Mr. and Mrs. George Hees (Mabel Dunlop), a daughter.

**Martin**—On November 23, to Mr. and Mrs. Craufurd Martin (Alida Starr), a son.

**Whealy**—On November 8, to Mr. and Mrs. Arthur T. Whealy (Margaret Carrick), a daughter.

## ENGAGEMENTS

### NEW YORK

**Depew-Wright**—Miss Valerie Pingree Depew, daughter of Mrs. Wilson W. Mills, of Detroit, Michigan, and the late Sherman L. Depew, to Mr. Washburne Wright, son of the late Hamilton Wright and Mrs. Wright, of Washington, D. C.

**Dodge-Garrett**—Miss Margaret Dodge, daughter of Mr. and Mrs. Bayard Dodge, of New York and Belrut, Syria, to Mr. Johnson Garrett, son of Mr. and Mrs. Robert Garrett, of Baltimore, Maryland.

**Doubleday-Holbrook**—Miss Alice Doubleday, daughter of Mr. George Doubleday, of Ridgefield, Connecticut,

## ENGAGEMENTS

to Mr. John Holbrook, son of Mrs. Harry Holbrook, of New York.

**Ewing-Jenney**—Miss Jane Lindsay Ewing, daughter of Mr. and Mrs. William Ewing, of New York and Mount Kisco, New York, to Mr. Sherman Jenney, son of Mr. and Mrs. William Sherman Jenney, of New York and Easthampton, Long Island.

**Hatch-Emert**—Miss Barbara Hatch, daughter of Mr. and Mrs. Harold A. Hatch, to Dr. James T. Emert, son of Mr. and Mrs. Frederick C. Emert, of Saint Louis, Missouri.

**Herrick-Garnsey**—Miss Louisa Boulton Herrick, daughter of Mr. and Mrs. Newbold Lawrence Herrick, of Woodmere, Long Island, to Mr. William Smith Garnsey, third, of Denver, Colorado, son of Mr. and Mrs. William Smith Garnsey, junior, of Greeley, Colorado.

**Hollins-Grissim**—Miss Phyllis Hollins, daughter of Mr. and Mrs. Gerald V. Hollins, of New York and East Islip, Long Island, to Mr. John de L. Grissim, junior, son of Dr. John de L. Grissim and Mrs. Grissim, of San Francisco, California.

**Lee-D'Olier**—Miss Winifred Lee, daughter of Mr. and Mrs. James T. Lee, of New York and Easthampton, Long Island, to Mr. Franklin D'Olier, junior, son of Colonel Franklin D'Olier and Mrs. D'Olier, of Morristown, New Jersey.

**Litchfield-Lyman**—Miss Charlotte Cox Litchfield, daughter of Mr. and Mrs. Norman Litchfield, of Westport, Connecticut, to Dr. James Robert Lyman, son of Mr. and Mrs. Stuart Lyman, of Englewood, New Jersey.

**Taylor-Eisele**—Miss Marjorie Isabel Taylor, daughter of Mr. and Mrs. Howard Chapman Taylor, to Mr. Edward Harrison Eisele, junior, son of Mr. and Mrs. Edward Harrison Eisele, of South Orange, New Jersey.

### BOSTON

**Bell-Read**—Miss Mabel A. Bell, daughter of Mr. and Mrs. Stoughton Bell, of Cambridge, Massachusetts, to Mr. William Read, junior, son of Mr. and Mrs. William Read, of Boston and Wayland, Massachusetts.

(Continued on page 114)



TWO NEW NELLY DON PRINTS in NELDA CREPE

## A Classic Dot and a Forget-Me-Not

The classic dot jacket dress is one of those costumes that fills a great many needs very charmingly. A full swing finger tip jacket with Tuxedo roll collar. Under it, a V-necked frock with solid color scarf—smart flared skirt. Overtone pastels or navy. Sizes 14 to 44. \$10.95

Would you be utterly feminine, the spring flower print with jabot of lace and dainty embroidery sprigs is your dress. Three gored skirt. The crisp lingerie trim is buttoned on for simple separate laundering. Rose quartz, turquoise, topaz, tourmaline. Sizes 14 to 44. \$5.95

These are two of an interesting new group of Nelly Dons in Nelda Crepe—the fine quality crepe of Enka rayon that looks, wears and washes so well. Just try one on.

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You'll love the way this newest belt of the month by Schaffer will complement your bestest dress or simplest sport ensemble. The trim and shapely two-piece Quaker buckle harmonizes with the lustrous patent leather of the belt. Available also in Velva-Nap Suede or Glovskin. Colors are black, brown, navy, cruise red, and all the new shades.

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WORLD'S FOREMOST MANUFACTURER OF QUALITY BELTS FOR WOMEN





# SOCIETY

## ENGAGEMENTS

### BOSTON

**Stone-Stevens**—Miss Dorothy Stone, daughter of Mr. and Mrs. James Sidney Stone, of Boston, Massachusetts, to Mr. Arthur Pelham Stevens, son of Mr. Joseph Earle Stevens, of New York.

### CHARLOTTE, NORTH CAROLINA

**Webster-Ivey**—Miss Frances Wallace Webster, daughter of the late Mr. and Mrs. Frank Wallace Webster, to Mr. J. W. Ivey, junior, son of Mr. and Mrs. J. W. Ivey, of Milledgeville, Georgia.

### COLUMBUS, OHIO

**Shawan-Gugle**—Miss Flora Shawan, daughter of Mr. and Mrs. Robert Foster Shawan, to Mr. Frederick Gugle, son of Mr. and Mrs. George L. Gugle.

### DENVER

**Maroney-Freeman**—Miss Josephine Maroney, daughter of Mrs. Larry Maroney, to Dr. Leonard Freeman, junior.

### DETROIT

**Earley-Clarry**—Miss Evelyn Magdelon Earley, daughter of Mr. and Mrs. William D. Earley, to Mr. William Malcolm Clarry, of Detroit, Michigan, and London, England, son of the Reverend L. M. Clarry and Mrs. Clarry, of London and Southampton.

**Earley-Elliott**—Miss Eleanor Darlene Earley, daughter of Mr. and Mrs. William D. Earley, to Mr. J. Donald Elliott, son of Mr. Henry Alexander Elliott.

**Wardwell-Swan**—Miss Mary Fletcher Wardwell, daughter of Mr. and Mrs. Harold Fletcher Wardwell, of Grosse Pointe Park, Michigan, to Mr. Henry Swan, second, son of Mr. and Mrs. Henry Swan, of Denver, Colorado.

### ELIZABETH

**Cissel-Whitlock**—Miss Sarah Grace Cissel, daughter of Mr. and Mrs. John A. Cissel, to Mr. Allen Myers Whitlock, son of Mr. and Mrs. Louis I. Whitlock.

## WEDDINGS

### NEW YORK

**Balding-Hoagland**—On December 14, in Saint Bartholomew's Church, Mr. Gerald M. Balding, son of Mr. and Mrs. Albert C. Balding, and Miss Eleanor S. Hoagland, daughter of Mr. and Mrs. Joseph C. Hoagland, of "Auldwood," Rumson, New Jersey.

**Blumenthal-Clews**—On December 18, Mr. George Blumenthal and Mrs. James Blanchard Clews.

**Bound-Root**—On December 14, in Saint James Church, Mr. Charles Fiske Bound, son of Mrs. Alexander M. Orr and the late Charles Fiske Bound, and Miss Alva de Acosta Root, daughter of Mrs. Henry S. Breckinridge and Mr. Oren Root.

**Day-Conover**—On December 2, in Trinity Chapel, New York, Mr. Walter de Forest Day, son of Mr. and Mrs. S. Sherwood Day, of New Haven, Connecticut, and Miss Margaret Temple Conover, daughter of Mr. and Mrs. J. Scott Conover, of Greenwich, Connecticut.

**Mellen-Loudon**—On January 8, in the Church of the Resurrection, Mr. Sydney L. W. Mellen, son of Mr. and Mrs. Clark Mellen, and Miss Constance Loudon, daughter of Mr. and Mrs. Frederic W. Loudon, of New York and Litchfield, Connecticut.

**Parsons-Worrall**—On November 30, Dr. Herbert Parsons, son of the late Herbert Parsons and Mrs. Parsons, and Miss Margaret S. Worrall, daughter of Mrs. Charles Addams Worrall.

**Semler-Howell**—On December 6, in the Church of the Resurrection, Mr. Raoul Norman Semler, son of Mr. and Mrs. George Semler, of New York and Munich, Bavaria, and Miss Mary Irwin Howell, daughter of the late Irwin White Howell and Mrs. Howell, of New York and Tenants Harbor, Maine.

**Smith-Smith**—On December 21, in Saint Bartholomew's Church, Dr. De Witt Hendee Smith, of New York, and Miss Mary Campbell Smith, daughter of Mr. and Mrs. Augustine J. Smith, of New York and Lawrence, Long Island.

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with our compliments  
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MAKE-UP CHART

A recognized beauty authority has just completed for us a simply fascinating chart of the make-up shades which are correct for each type of beauty, with every costume coloring.

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Your Beauty Counselor—a most helpful person who is trained to know skin care and beauty's modern needs—will bring the chart to you. She will also, if you wish it, show you how delightfully easy it is to retain—and perhaps enhance—the loveliness of your skin.

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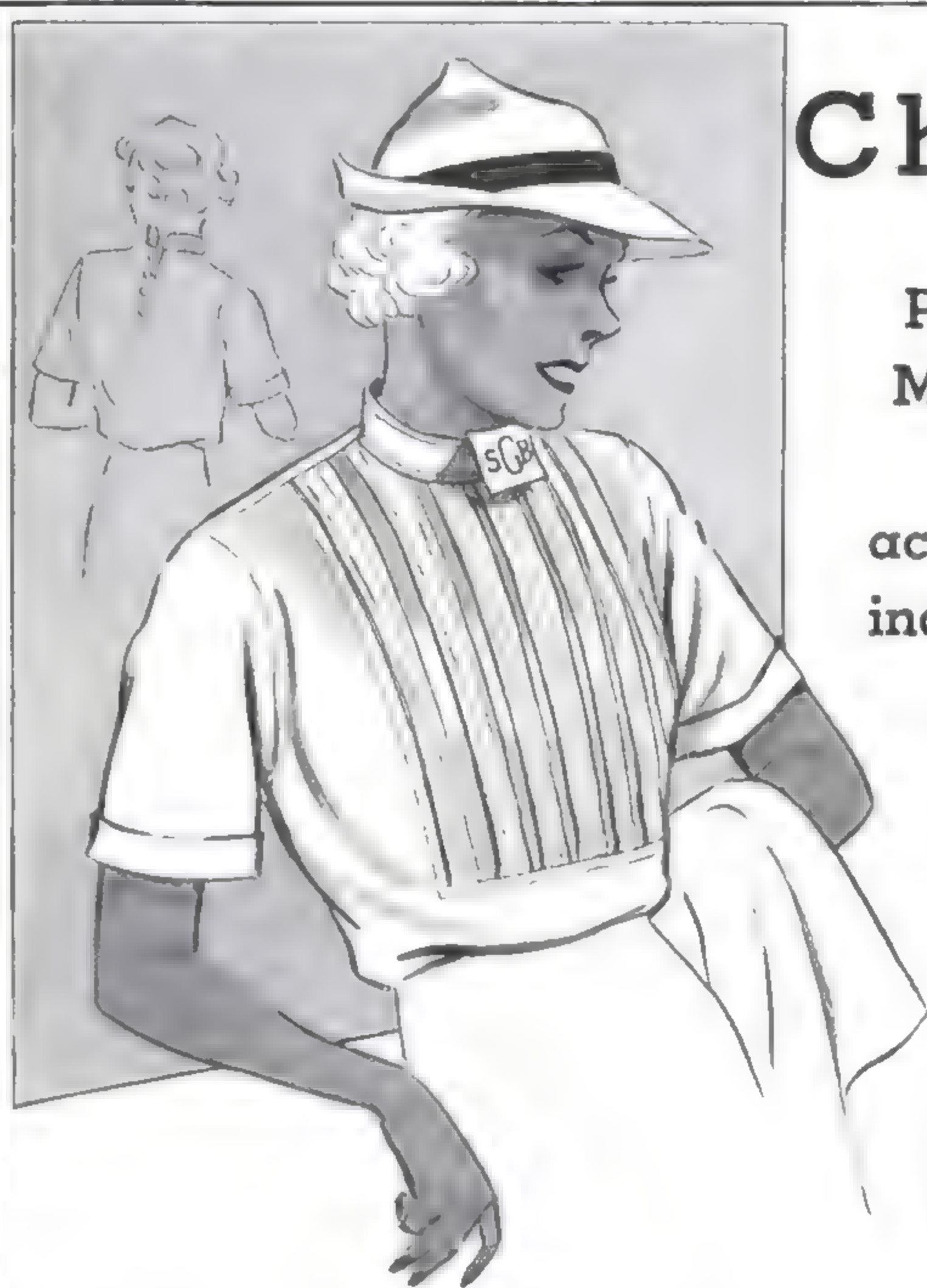
Please have your Beauty Counselor bring me the new Costume Skin Type Make-up Chart.

Name \_\_\_\_\_

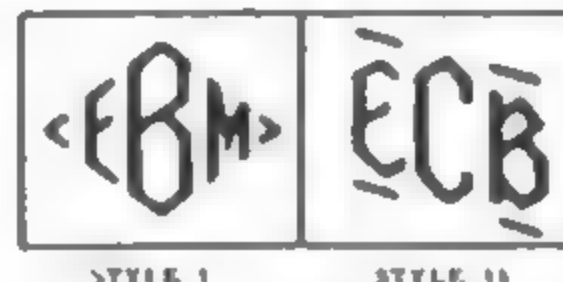
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Choose  
your  
Personal  
Monogram  
and  
accent your  
individuality



Embroidered

YOU make this your personal blouse  
when it is monogrammed for you,  
without extra charge.

This exclusive model\* is fashioned of Diagonese Crepe (a Celanese\* fabric) with new band neckline and tab for monogram. Colors: White, Jade, String Beige, Rose Coral, Light Turquoise, Linen Blue, Amber Gold, Yachting Yellow, Cherry Red, Crushed Rose, Perfume Green, Black Walnut. Sizes 32 to 38 and 14 to 20. \$5.00

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## SCHOOL AID FOR PARENTS

• "I had no knowledge of southern preparatory schools and your help was of inestimable value. The school you recommended has more than lived up to its promise. My boy is most enthusiastic about his work and the life at the school." writes one of our readers from New Orleans, Louisiana.

• Our knowledge of schools isn't limited to the South—or to boys' prep schools. We know the whole field of private schools and can probably recommend several which will meet your particular requirements. Won't you write to us—or telephone—or make us a personal visit? We will be delighted to give you advice—confidential, of course—or any information you may desire.

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SCHOOL BUREAU  
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New York City



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# SOCIETY

## WEDDINGS

**Wallen-Townsend**—On December 29, in Christ Church, Greenwich, Connecticut, Mr. George Gunther Wallen, son of Mrs. Alfred J. Brosseau and the late George Sykes Wallen, and Miss Anne Trowbridge Townsend, daughter of Mr. and Mrs. George Henry Townsend, of "Horse Island," Greenwich, Connecticut.

**Wrenn-Blagden**—On December 26, in Hewlett, Long Island, Mr. George L. Wrenn, of New York and Dedham, Massachusetts, and Mrs. Louise Burton Blagden, daughter of Mrs. Robert L. Burton.

### BOSTON

**Cassedy-Rowe**—On December 6, in the Church of the Transfiguration, Mr. Gerard Jordan Cassedy, of New York, son of the late Mr. and Mrs. James Cassedy, and Miss Eleanor Livingston Rowe, daughter of Mr. and Mrs. E. Prescott Rowe, of Brookline, Massachusetts.

### BUFFALO

**Goodwin-Hamlin**—On December 6, Mr. Walter S. Goodwin, junior, of Santa Fé, New Mexico, and Miss Mary King Hamlin, daughter of Mr. Chauncey J. Hamlin.

### CHARLESTON, WEST VIRGINIA

**Lingle-Bruce**—On January 14, Mr. Kendall Ide Lingle, son of Mr. and Mrs. Bowman C. Lingle, of Chicago, Illinois, and Miss Mary Bruce, daughter of Mr. and Mrs. Duncan Bruce.

### CHICAGO

**Hyde-Wells**—On November 30, in Saint Chrysostom's Church, Mr. James Nevins Hyde, son of Mr. and Mrs. Charles Cheney Hyde, of New York, and Miss Margaret M. Wells, daughter of Mr. and Mrs. John E. Wells, of Chicago, Illinois.

### CLEVELAND

**Berry-Gilchrist**—On December 28, Mr. Gordon Johnston Berry, son of Mr. and Mrs. Maxwell R. Berry, and Miss Jane Hart Gilchrist, daughter of Mr. and Mrs. John Devin Gilchrist.

## WEDDINGS

**Morton-Coakley**—On November 28, Mr. Thomas Edward Morton, son of Mrs. Edward Morton, and Miss Mary Virginia Coakley, daughter of Mr. and Mrs. John A. Coakley.

**Stewart-Cobb**—On November 21, Mr. James Ross Stewart, son of Mr. and Mrs. William B. Stewart, and Miss Elizabeth Cobb, daughter of Mr. Frank M. Cobb.

### COLUMBIA, SOUTH CAROLINA

**Grier-Shand**—On November 14, Mr. F. Barron Grier, junior, son of the late F. Barron Grier and Mrs. Grier, and Miss Helen Coles Shand, daughter of Mr. and Mrs. William Munro Shand.

### COLUMBUS, OHIO

**Thorsen-Hoffman**—On November 30, Mr. James Rodgers Thorsen, son of Mr. James Alfred Thorsen, of Cleveland, Ohio, and Miss Jane Hoffman, daughter of Mr. and Mrs. Frederick Herbert Hoffman.

**Whisnant-Ireland**—On November 23, in Grace Chapel, New York, Mr. Alfred Miller Whisnant, junior, son of Dr. Alfred Miller Whisnant and Mrs. Whisnant, of Charlotte, North Carolina, and Miss Ruth Winters Ireland, daughter of the late William Addison Ireland and Mrs. Ireland.

### DENVER

**Sargeant-Able**—On December 28, Mr. William Sargeant and Miss Mary Ellen Able, daughter of Mr. and Mrs. Thorne Able.

### LINCOLN, NEBRASKA

**Ames-Lawrence**—On November 16, Mr. John Henry Ames, second, son of Mr. and Mrs. Ernest C. Ames, and Miss Helen Elizabeth Lawrence, daughter of Mr. and Mrs. James E. Lawrence.

### LOS ANGELES

**Hillman-Dunlap**—On November 20, Mr. Harry Hillman, son of the late Harry Hillman and Mrs. Hillman, and Miss Sue Betty Dunlap, daughter of Mr. and Mrs. Samuel Cary Dunlap.



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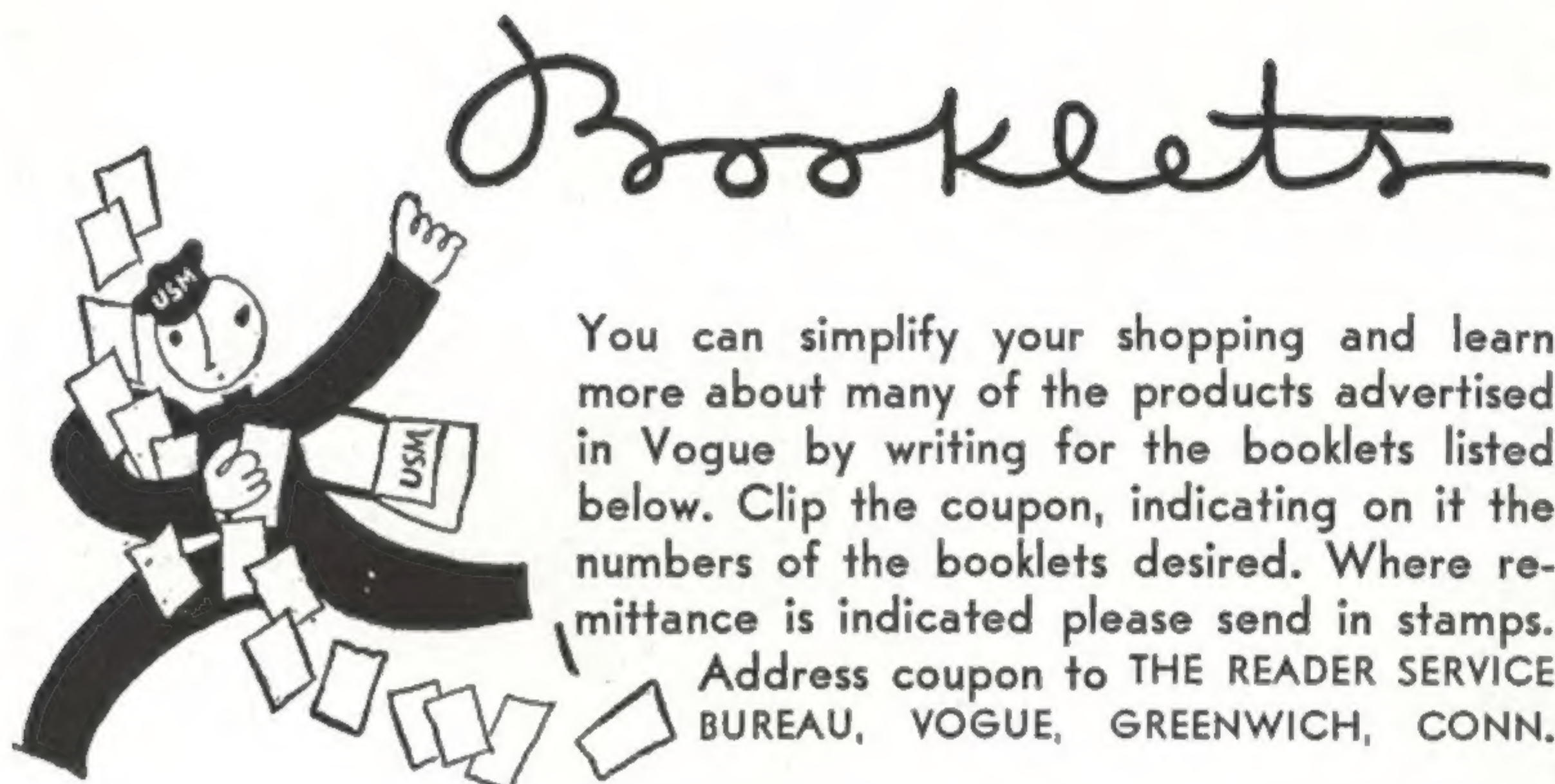
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